

# PRINTERS' INK.

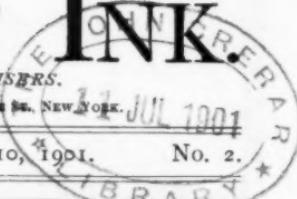
A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 16 SPRUCE ST., NEW YORK.

VOL. XXXVI.

NEW YORK, JULY 10, 1901.

No. 2.



## IN DAYS GONE BY



the merchants filled their stores with goods and then *waited* for trade.

The storekeeper of the twentieth century, if he desires to win success, first stocks his establishment with saleable merchandise and then advertises his goods in the papers with the largest circulations.

In Philadelphia that paper is

## The RECORD

It has by far more readers, daily or Sunday, than any other paper in the Quaker City.

Daily rate, 25 cents a line.  
Sunday rate, 20 cents a line.

### CHEAPEST RATE IN PHILADELPHIA, IN PROPORTION TO CIRCULATION

Sunday circulation growing by leaps and jumps, viz.:

Sunday, June 23, 1901, . . . . .	164,447
Sunday, June 24, 1900, . . . . .	153,215
GAIN, . . . . .	11,232 copies.



Advertising is the mainspring of business. It keeps its machinery in motion and leads to profitable progress. It should be of the best quality and handled by expert workmen.

That's where the strength of a good agency comes in. System, equipment, experience, knowledge of technical details and the selection of the right mediums in the right fields are the factors which stand between success or failure.

We offer our services as advertising agents for the planning, writing, illustrating and placing publicity for large or small advertisers. All of these, or any desired part. Call on or write to

**GEO. P. ROWELL & CO.,**  
*Advertising Agents,*  
**10 Spruce Street,** **New York.**

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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## BROMO QUININE BY THE CARLOAD.

HOW THE PARIS MEDICINE COMPANY BUILT UP A BUSINESS OF A MILLION A YEAR BY NEWSPAPER ADVERTISING—TOLD TO THE OMAHA (NEB.) NEWS.

Two of the best known advertisers of the Middle West are Mr. M. Everett, advertising manager of the Paris Medicine Company, one of the most able advertising successes of the day, and Mr. Conrad Budke, of the Nelson Chesman & Co. Advertising Agency, who handle the business of the Paris Medicine Company.

Both gentlemen are thorough students in advertising, and both have met with a great measure of success in their work. In a conversation with Mr. Everett, the well known advertiser, he let fall some valuable suggestions which he afterwards consented to have published.

### READY NOTES A SUCCESS.

"What do I think of advertising?" he repeated, in reply to a question. "Why, advertising is the keynote of our business. We held our quarterly meeting to-day and declared the usual 25 per cent quarterly dividend. That dividend was made possible by advertising. It is to advertising and to the genuine merit of our remedies that we attribute our great success. Last year we spent \$165,000 in this year we expect to spend \$200,000, if not more."

"In advertising our Laxative Bromo Quinine Tablets we use the daily papers almost exclusively, and put 90 per cent of our ads in the form of reading notices. We do not use the magazines because we figure that all magazine

readers are also readers of the daily papers. As to the reading notices, we experimented to see whether they were worth the increased cost demanded. Before we adopted the reading notices to any extent we selected two communities of about the same size, where, so far as we could judge, conditions for the sale of our goods were about equal. In one we used display advertising; in the other, reading notices. The same statements were made in both sets of ads. We found that the reading notices paid much larger returns.

### STREET CARS FAILED.

"When we first decided to place Laxative Bromo Quinine upon the New York market we made up our minds to try what street car advertising could do for us. We spent \$10,000 in street car advertising and sold possibly a dozen boxes of the tablets. Then we put a three-line reader in one of the big New York morning papers, on the first page, and the effect was noticeable at once. That little notice created a demand for the tablets up and down the Atlantic coast as well as in New York City, and was the beginning of our market in the East. A member of our firm was in Florida that winter, and he wrote us that the tablets were having a good sale there, although he did not know how it came about. On investigation we found it was due to that reading notice. After such experiences as these do you wonder that we consider the 'reader' of value to our business?

### VALUE OF READING NOTICES.

"I figure it out about in this way. To the ordinary newspaper reader a reading notice looks more like a suggestion of what ought to

be done in certain emergencies. Suppose he is unfamiliar with our goods and sees a big display ad. That ad will mean little to him. He may say: 'That's quite an advertisement,' but he does not get beyond that. It appeals to him only as an advertisement, not as a statement of facts which it would be well for him to act upon.

"You understand I am speaking now of the city-bred man, the man of education, the newspaper reader. It is among these men that we must create a demand for our tablets, and I'll tell you why. The ignorant man takes just what the druggist gives him, and as most druggists have a cold cure of their own which they would rather sell than ours we cannot count upon their pushing our goods. I remember a case in point which happened in Helena, Ark. I was down there superintending the erection of some billboards. Oh, yes, we tried billboards, but found they didn't pay; I'll tell you about that later—I was there, as I said, watching the painters at work, when an old colored man stopped and asked me what the sign was. I explained to him, and then asked if he had ever taken any of our remedies. He replied: 'I don't know, suh. I always goes to Mr. Fitzpatricks, and he gives me de medicine dat cures, suh.' I looked up Fitzpatrick and found, of course, that he was selling preparations of his own.

#### THE BILLBOARDS DON'T PAY.

"So, you see, we must find our market among people who won't simply step into a drug store and be satisfied with anything the druggist may be pleased to sell them. We must educate people when they enter a shop to say, 'George, I want Laxative Bromo Quinine Tablets,' not 'George, I want something for a cold.'"

"Now, about the billboards?" suggested the caller.

"Oh, yes. Well, we tried billboards in a few of the smaller towns. We put up boards near drug stores; placed our remedies in the stores and then waited. If we hadn't done any other kinds of advertising we would have been

waiting yet, for I don't believe the signs sold a dozen boxes of tablets. Possibly the residents weren't superstitious and didn't 'believe in signs.'

"It is newspaper advertising that pays; reading notices for ordinary use and big display ads when the exigencies of the occasion seem to demand them. For instance, they had a couple of weeks of very bad weather in the northern territory last winter—that's another thing we have to take into consideration in advertising, the weather—and we put half page ads in several of the big dailies in this section, and one day's sale within a few days thereafter amounted to over \$13,000.

"I like that name—Laxative Bromo Quinine—and we never shorten it. It is so significant. It virtually discloses the formula of the remedy and the people recognize its merit at a glance.

#### DISPLAY NEWSPAPER ADVERTISING.

"We advertise Laxative Bromo Quinine Tablets almost entirely in the North, because 80 per cent of our sales are north of the Ohio River. Our chill tonic, on the other hand, is advertised and sold in the South, and our methods of advertising the two remedies are entirely dissimilar.

"In season we frequently have half page ads placed with the northern papers, with instructions to hold them until the first stormy day. That is the day when people catch cold, and are in need of a cold cure. Then we print a cut of some familiar locality in the city where the ad is published—State street in Chicago, the Coates Hotel in Kansas City, or Seventh street in St. Paul, showing pedestrians plowing their way through the snow, or dripping rain from their umbrellas, as the case may be. We head this ad, 'To-day is a bad day, and that is why wise dealers have sent us rush orders for an extra consignment of Laxative Bromo Quinine Tablets.' If the ad appears in a morning paper it reads: 'Yesterday was a bad day,' and so forth.

"It has been our experience that in display advertising the attention

is caught by the reproduction of some familiar scene, consequently we use street scenes in our ads.

"Another thing, we keep out of the big Sunday editions, which carry so much advertising that the force of it is naturally diminished. We even go farther along that same line and endeavor to run our advertisements on 'off' days; days when the local advertiser is absent. We do this because we know our ad will attract more attention on those days than when it must suffer by comparison with the page announcement of Blank's department store.

#### VALUE OF E. O. D. ADVERTISING.

"When we decide to begin an advertising campaign in some certain locality we make contracts with the leading newspapers to run ads—usually reading notices at first—every other day. We have found this is practically equally as effective as running the announcements every day, as people become accustomed to seeing them, and ultimately think they are run every day. We do the same thing in the weeklies—run the ads only every other week.

"In the wording of our advertisements we seek to give the impression that the druggist will never try to sell his customers something 'just as good as Laxative Bromo Quinine,' simply because he knows there is nothing else so good. We think this better advertising than to warn purchasers against such attempts."

"Don't you find the 'no cure, no pay' feature somewhat expensive?" asked the interviewer.

"No," responded Mr. Everett. "Even less expensive than we had thought it would be. We find that we are compelled to return the money on one out of about 1,000 purchases of Grove's Chill Tonic; and on even a lesser percentage of purchases of Laxative Bromo Quinine.

"What do I consider circulation worth? Well, as a rule, one cent per line for reading notices, and one-quarter cent for display per thousand for actual paid circulation. In papers of large circulation these prices are a little high,

for the greater the circulation the cheaper the rate per thousand.

#### BRIEF AND TO THE POINT.

"About the character of our advertising? As you know, the reading notices are brief and to the point. We have found they pay better that way. In the display advertising, as I have said, I try to reproduce some familiar scene, or to get some striking illustrative effect which has a direct bearing upon our business. For instance, we had orders for several carloads of goods from Chicago some time ago over the long distance telephone. I printed a cut in the papers showing the Chicago stores with wires running to our building here in St. Louis.

"Then I have reproduced telegraphic orders, letter orders and so forth. One cut that we consider effective shows a woman buried to the waist in Laxative Bromo Quinine. This is labeled 'One Day's Work.' In our advertising we never knowingly make a misstatement, and we always try to be explicit. For instance, we would not say a 'Texan drug firm' has ordered ten carloads of our remedies, but 'The Texas Drug Company, of Dallas, Texas.'

"Wherever possible we seek to give the reader an opportunity to verify for himself any statements we make in our advertising. I consider that of great importance, and always give exact data of any advertised transaction. It tends to increase confidence, and to command respect.

"We have found that display ads are of more value in the country press than reading notices. I don't know just why this is so, but our experience has proved it to be so. Consequently the advertising of Grove's Chill Tonic, which is done largely in the country districts of the South, is practically all in the shape of display ads, which seem to catch the country customer as reading notices cannot do.

"In addition to keeping a scrapbook containing all our own advertisements, I also keep a scrapbook in which I have pasted the advertisements of other companies

in the same line of business. In this way we get the benefit of our rival's experience as well as of our own.

"Just at present we are having considerable trouble with imitators. We have a suit pending against the manufacturers of 'Bromo Quinine' for infringement upon our name, and are doing everything we can to prevent the public from being swindled by cheap, and frequently meretricious imitations of our goods.

"We found that an imitator was cutting into our legitimate business in Columbus, Ohio, so we sent there and published in the Columbus papers a list of the retail druggists that sold only genuine goods.

"Of course, no druggist wanted his name left off such a list as that, and consequently many of them ceased selling the imitation article. We are now working the same plan in Detroit, and will follow it in other cities where we find the imitators are hurting us.

"These imitators, too, are responsible for our once more taking up street car advertising. We do not consider street car advertising valuable to create a demand for an article, but it serves well enough to familiarize the public with the appearance of our packages, and that is what we are using it for at the present time. Just as soon as the public is taught to know the genuine Laxative Bromo Quinine package when it sees it, then the chances of successful imitation are minimized.

"Advertising is a great thing," concluded Mr. Everett. "It has made our success possible. Without it our business could never have grown from practically nothing in 1885 to over a million annually, where it now is. It was advertising — newspaper advertising — that did it."

The story of the growth of the Paris Medicine Company is one which finds few parallels. The company was founded in 1885. In 1893 it put upon the market the preparation known as Laxative Bromo Quinine. This was the be-

ginning of its great success. In 1885 the business was practically nothing. In 1890 it amounted to only a few thousand dollars. Last year the gross receipts from sales was slightly above the million mark. The profits were 100 per cent on the investment. The government was paid \$52,500 in internal revenue taxes; and of Grove's Chill Tonic alone 100 carloads were sold.

All this was accomplished practically in ten years, and how? Mr. Everett, who is one of the directors of the company, says it was done by judicious advertising in the daily papers of America. It is seldom the value of advertising receives a higher indorsement.

The business of the Paris Medicine Company had its inception in Paris, Tenn., where Mr. E. W. Grove, president of the company, was conducting a country drug store. For several years he experimented with his chill tonic, selling it meanwhile to his customers, until one day A. H. Duncan entered the store. That was the beginning of bigger things for the Paris Medicine Company.

In an interview with a representative of this paper, Mr. A. H. Duncan, vice-president of the company, said:

"I had known Mr. Grove for some time when I entered his store that day, and neither of us thought anything unusual would result from my call, but that only proves how much hinges upon chance.

"Grove had been experimenting with his 'Tasteless Chill Tonic' for some time, and even then. It did cure the chills, and as there were plenty of people around Paris who had 'em, he was doing a good business, as such things are accounted in the country.

"We stood there, in front of the counter, talking, when something prompted Mr. Grove to ask me if I couldn't take some of his tonic with me and sell it for him. I was running a general store out in the country, and I told him I thought I could. So we loaded a few bottles into my wagon, and I started.

"I began to sell it to my custom-

ers, and they were apparently greatly pleased at the results obtained from its use. I replenished my supply several times, until finally Mr. Grove asked me to undertake the sale of the remedy on the road. I offered to buy a share in the business, and Grove and myself became partners. That was the beginning of the Paris Medicine Company.

"The history of the company from that time on is one of steady growth. We quickly outgrew our quarters in Paris. First we had to abandon the drug business and devote all our time to the making of the tonic. Then, finally, we had to seek larger facilities, and consequently came to St. Louis.

"Here we erected a plant which we considered extravagantly large. Once since we have been compelled to double the original capacity; and now again we are crowded, so that another addition may be made at any time.

"The company employs to-day between eighty and one hundred people, according to the season. The number in the factory alone was one hundred and fifty until it was cut down by the installation of new and labor-saving machinery. We do practically everything by machinery.

"One of the principal things with which we have to contend is the scarcity of quinine. Mr. F. L. Seeley, one of the members of our firm, is over in Australia now experimenting in the raising of cinchona trees there. That is the tree from which quinine is obtained; and we expect to be able to grow it in the Antipodes to good advantage. Last year we consumed six and one-half tons of quinine. This year that mark will be exceeded. India, under present conditions, can no longer take care of the growing demand, and we must look elsewhere. That is the reason we sent Mr. Seeley to Australia."

#### THE RAILROAD PARADOX.

It is rather a curious paradox that, while the railroad advertising man always dwells upon the scenic beauties of his route, he is also especially stressful upon rapidity with which he can carry you over it.

#### MUNSEY'S NEWS-STAND ME- DIUM.

The Western office of *Munsey's Magazine* at Chicago, is sending advertisers in the West a statement of the March issue, showing the number of copies sold in each State from newsstands and by subscriptions. In the 49 cases cited, but three show a larger number sold by subscription than from news stands. In many cases the number sold from news stands is several times larger than the number sent in subscription. For instance, New York State is given the largest circulation of any State, there being 12,667 sent to subscribers and 103,345 sold by news dealers. Total number of subscriptions, 114,343; total number sent to news dealers, 513,786, or nearly four and one half times as many as are sent to subscribers; total circulation, 603,213, and of these 2,083 are for office and advertising. Four thousand and eight are sent to foreign countries.—*Business Publicity*.

#### THE TWO BEST IN ONE.

People who formerly considered the *Chicago Record* to be America's model daily or who believed the *Chicago Times-Herald* to be premier among American newspapers now have an opportunity of judging every day how remarkably complete and excellent in every department is that great metropolitan daily, the *Chicago Record-Herald*, which combines "the two best in one." All the popular features of both the *Chicago Record* and the *Chicago Times-Herald* are included in the *Chicago Record-Herald*. In the Sunday issues especially the great advantage of the combination of all the resources and world-wide facilities of the two papers united in the combination are made manifest. The world's news is covered with unexampled fulness, due to the fact that never before in the history of journalism did an American newspaper possess news facilities so varied and extensive.—*Business Publicity*.

#### IN MIND AND MEMORY.

Look at the magazines and newspapers. Even if those advertisements do not yield such large returns during the midsummer months, they do keep the article in mind and memory and the fruit is gathered later.—*Our Wedge, New York City.*

#### 10% PROFIT GUARANTEED.

The great improvement in Brooklyn real estate justify a prophecy of 100 per cent. increase in value in the next five years.  
We have 1,254 lots, the balance of 4,000, to sell in the next five years.  
Buyers will be guaranteed purchase price and 10 per cent. profit.

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Buyers will be guaranteed

## THE DAILY PAPER.

In the unceasing struggle for circulation and for the advertising that circulation brings, the dailies try to keep all their readers, and to gain more readers. To this end every possible source of news is watched with unsleeping vigilance. There are thousands of readers who pour into town every morning and hurry back to suburban homes at night. What shall be done to keep up their interest in the city papers? For one thing, the suburbs must be thoroughly covered. That they are so covered the columns of the dailies bear constant witness. A fire, a crime, a railroad accident or a church row in Lonesomehurst or in Skeeterville-by-the-Meadows is much better reported in the city papers than in the local prints. Reporters trained in a pitiless and exacting school ferret out the facts and present them in style utterly beyond the powers of the local editor.

It may be argued that the local paper is prized for its gossip—the small talk of the little burg, which the city journals would not touch with a pair of tongs. Yes, but even this news is scanty, and often served up with the clumsiness of a prentice hand. The lighthearted way in which a rural editor will let a good story slip through his fingers is a source of unending amazement and amusement to the city newspaper man. The proofreading is careless. Names are misspelled, dates are mixed up, and the editorial pronoun is introduced into news reports after the fashion of the Arizona Kicker.

The temptation to use boilerplate is hard to resist. Boilerplate is so cheap, and is so handy when the supply of paragraphs about sick cows and newly painted fences runs dishearteningly low.

It is possible that the suburbanite would love his local paper, despite its shortcomings, if the great interests of his life were bound to Lonesomehurst. But they are not. Your typical commuter finds Lonesomehurst a pleasant place to live in. He likes the fresh air, the quiet and the smooth roads.

He does not mind the good-natured banter of friends, who see him toiling toward the train with a roasting piece of beef in one hand and a bag of oranges in the other.

But he makes his living in town. His friends are there. More than likely his wife's friends are there, too. Able-bodied men are rare enough to be curiosities in the streets of Lonesomehurst during the working hours of the day. An immense majority of taxpaying and rentpaying go to town. Nominally citizens of the suburb, they care about as much for its tittle-tattle as they do for the politics of Eastern Roumelia. The great dailies give them all the local news they want.

One of the arguments sometimes advanced for the use of suburban papers by general advertisers runs like this:

"You do not really duplicate circulation when you use local sheets in the little towns. Suppose you say that your article is for sale by all dealers. The suburban woman sees the advertisement in the city paper and thinks you mean city dealers. But if she finds it in the local paper, she knows she can get the goods at home."

This would be well enough if the suburban population stayed in the suburbs. But since that is not the case, the woman who reads the advertisement is likely to burden the head of the house with one more commission to be executed in town.

A great city is a sponge, absorbing the life from the territory round it. To get really fresh eggs and vegetables the suburbanite goes to the city markets. To get the important news of Lonesomehurst he consults the all-grasping city papers. And the circulation radius of the city paper is widening every year.—*The National Advertiser.*

## GO AFTER THE MASSES.

Remember this—the masses of the people are the buyers of advertised goods—and they constitute about 85 per cent of the population. The classes make up the 15 per cent and are not large purchasers of advertised articles.—*Advertiser.*



## **"The Standard Of Mail-Order Mediums**

To reach households" is the classification which "Printers' Ink" gives to THE LADIES' HOME JOURNAL. "Every reader of that magazine has confidence in its advertising columns."

**The Curtis Publishing Company  
Philadelphia**

## HOW JEWEL STOVES ARE ADVERTISED.

By *Virgil V. McNitt*.

The city of Detroit leads the rest of the world in the production of stoves, as it has three plants devoted exclusively to their manufacture larger than any to be found elsewhere. Of these the Detroit Stove Company has long been foremost in the matter of attractive and efficient advertising, and one day not long ago the *PRINTERS' INK* correspondent dropped into the office to talk it over with the advertising manager, Mr. W. B. Ford.

"I see you claim to have the largest stove plant in the world, Mr. Ford?"

"Yes, that is our claim, and I think the facts will bear us out in the statement. Our factory and yards cover a number of acres, and we have a daily capacity of 600 stoves—larger than any of our competitors, I think."

"How long have you been advertising the business to any extent?"

"I can't speak positively in answer to that, but the manager who preceded me held the position for eight or ten years, so I feel quite safe in saying that we have been at it for at least fifteen years. Of course, we advertised before that, but probably not so systematically or extensively."

"How do you manage your advertising campaign?"

"Well, in the first place, we divide the work into two general classes—the general or magazine advertising, and the local advertising through the dealers. We employ an Eastern specialist to look after our magazine work, who acts in compliance with directions from the office. We do the most of our general advertising in the spring and summer, employing all the best magazines and taking half a page in each. In these ads we push our gas stoves and ranges, calling particular attention to the convenience and comfort to be had from their use during the hot months. The ads are always well illustrated, and we think them attractive."

"Do you ever obtain direct re-

sults from general advertising, or do you depend upon it to bring returns from your dealers?"

"In answer to your first question, yes. The most of our ads state that a pamphlet entitled 'Cooking by Gas' may be had by writing us, and we receive numberless requests for the book that we know were influenced by the magazines. Then we often receive letters from parties who wish to buy, and these persons are referred to the nearest dealer."

"Advertising through local dealers we manage directly from the office. All hardware men who handle our goods and who wish to advertise them we furnish with a series of double column electro-types to be run in their local papers. Many wish to do more than this, and these we furnish with well printed and illustrated booklets at cost price. These booklets are so designed that they appear to advertise the business of the dealer more than they do the Jewel stoves and ranges, and by giving a local color to them, as you might say, they receive more attention than they would otherwise. The booklets purport to be the spring and summer announcements of the hardware dealer, and in them our gas stoves and ranges are incidentally advertised. Naturally the dealer takes more interest in having them distributed than he would if the firm name appeared only after the 'For sale by' on the back cover. We also furnish dealers with lithographed window cards, posters and other printed matter, besides yard sticks and other novelties to distribute among their patrons."



THE BASIN IS SUGGESTED BY A PRINTERS' INK CORRESPONDENT AS A POSSIBLE ADVERTISING MEDIUM FOR BARBER SHOPS, CAFES, HOTELS, ETC.

## *The Best Satisfied Advertiser in Des Moines*

Is S. B. Telfer, the well-known carpet dealer, who advertises exclusively in the DAILY NEWS, and is enjoying a remarkable growth in his business.

Mr. Telfer tried using all the  
Des Moines dailies together  
and then tested them all  
separately.

His conclusion was not only that the DAILY NEWS was the best medium, but that it ***fully covered the ground***, both in and out of the city. His store is daily crowded with customers; his advertising bills are lower and no business in the Iowa metropolis is in a more flourishing condition.

## NEWSPAPER BRAWLS.

*By Frank Hazlewood Rowe.*

Occasionally — fortunately not very often—at least not as often as some advertising faults—the public is treated to an exhibition, which occurring in a back alley would be called a brawl, but which, appearing in the daily papers, is called (by some) bright advertising. I refer to the practice of "mud-slinging" in which some prominent advertisers are wont to indulge.

Every one knows that anything that savors of the sensational is eagerly read, and it is to the class that caters to this taste that I refer. Let, for example, a rival house advertise a special sale and watch the people of this class reach for the pen and dip it in the mud.

Then there is indeed a treat for the public. In words that any merchant who considers himself a gentleman would scorn to use verbally, an advertisement appears which not simply expatiates upon the goods it represents, but impudently denounces the other fellow as all that is worthless. He is called a "humbug," a "sham," a "fake" and other words equally courteous. Oh, no! his name isn't called. That might provoke a case of slander. But that the public may not be at a loss to know who the wretch is extracts from his advertisements are given and held up for ridicule. In one case which has come under my notice the writer of an advertisement introduced personalities to such an extent as to accuse his rival of belonging to a weak-minded family, referring in quite unmistakable terms to an unfortunate member of it confined in an asylum.

All this may be highly entertaining to some, but I believe that I voice the sentiment of the best class of buyers when I say that such shameless advertising is nothing less than disgusting. What is an advertisement, anyway? It is a salesman, and one of the best at that. Now, suppose a salesman for a certain house calls on a customer and in language coarse and cheap begins to

deride the goods and personnel of a rival concern.

What is the effect upon the customer?

Well, if he is the right kind of a man he'll tell the salesman that he has no time to listen to such stuff and that if he has goods to sell himself to go ahead and show them and let the other man's alone. The best salesman will do this without any such rebuke. No one knows better than he that it cheapens him in the eyes of a customer to be continually running another's business.

And so it is with an advertisement. It is but a salesman and it is appealing to a vastly greater number of people than it is possible for the human representative to meet. Is it not, I ask in all earnestness, of great importance that the ad be as courteous and clean as possible? I firmly believe so. I believe in advertising and plenty of it, and, above all, newspaper and periodical advertising, but if it is to be taken as representative of the firm that pays for it let it have the plain, indefinable stamp of a gentleman's pen.

## ♦♦♦

CERTAINLY.  
If you want to separate high-class people from a good deal of money you will find it advantageous to talk to them through your advertising in a manner that will indicate that you suppose they have money enough to buy good goods at the sort of prices that good goods readily bring.—*Cincinnati Tribune.*

♦♦♦  
WANT AD ILLUSTRATED.

"ADVERTISER DESIRES THE SERVICES OF A BRIGHT YOUNG MAN TO ASSIST HIM IN THE HAT BUSINESS."

# The Milwaukee Newspaper Conspiracy Case

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Mr. Geo. P. Miller, president of the T. A. Chapman Co., the second largest advertiser in Milwaukee, and principal witness for the Journal Co., under cross-examination gave the following testimony under oath.

This is the testimony, the interrogatories being by Attorney W. H. Timlin and the replies of Mr. Miller:

"Now let me ask you that if at that interview of April 7, 1900, you said to Mr. Aikens that you considered the *Evening Wisconsin* a better advertising medium than any of the other papers?"

"Yes, sir, I did."

"Did you also say to him that for that reason you had always paid the *Evening Wisconsin* a higher rate per inch than the other evening papers, or words to that effect?"

"Yes, sir."

"That was true, was it?"

"That was true."

"That is true you said it and true you did it?"

"Yes, sir, and true I meant it."

"That was said in the presence of the three defendants, was it not?"

"Yes."

Mr. Miller also swore that the price paid the Milwaukee Journal was 40c. per inch.

## A MAINE MAN'S LAW.

Here is my plan for writing literature to go with samples, or goods which are sent out to persons who have answered your advertisement.

Pin your advertisement on your desk lid where you can see it whenever you glance that way.

Fix in your mind an ideal—depending upon the class of people your ad appeals to. This ideal may be a hard-working farmer, a country grocery young man who wants to rise in the world, the woman who feels badly most of the time, the smart young chap who makes money by doing trading in watches, guns, etc., the good, pious, old-fashioned mother who reads the religious papers and believes in everything they print, the man of the world who wants to find out whether your fountain pen or new style collar button is any good and who might afterward be induced to buy a dozen fountain pens or a new style pair of suspenders. These are a few ideals to illustrate what I mean.

Next, having your advertisement under one eye, the person's first letter to you under another eye, your writing paper and pencil under both eyes and the ideal in your mind's eye, sit down and write to that ideal just as if it were worth a thousand dollars to sell him a gun or a harrow, or whatever else you want him to purchase.

Do not try to be brief. Write every convincing argument that

you have. Don't mind whether your arguments are connected well—simply tell your story same as if you were spending a day on a train with this man and he wanted to know all about your article.

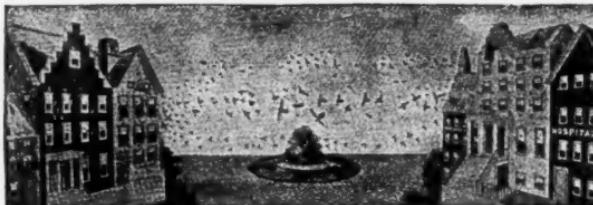
Having done this, set the manuscript aside a few days, then copy it. Don't ask me why—just go ahead and copy it, of course making any little changes that occur to you in the way of improvement. Then, after a day or so, rewrite again, cutting out what seems to be unnecessary and adding new points that occur to your mind as you are rewriting if possible, copy the matter a few times more. Then get it printed in a circular.

That circular will probably be a winner. I have rarely known my rule to fail. A while later, when having another edition of the circulars printed, you will see a few further improvements. Make them. That's the way good follow up literature is constructed.

In a nutshell, my rule is: Write your circular, from letters, etc., just as you would talk to the prospective parties if he or she were sitting vis a vis in a train where you had all day to think up and tell every argument as to why he or she should buy. Then "boil" your story down by a series of rewritings, and better put in some illustrations.—*Samuel Sawyer.*

## CONCISE.

Conciseness from Los Angeles, Cal.: DIVORCED?—Send your furniture to Coleyare, the immense furniture man, 322-324 S. Main.—*National Advertiser.*



These dwellings are near a hospital, as is often the case in large cities. The cut illustrates how flies carry contagion from sick rooms into our homes. To prevent flies from infecting us no surer means is available than TANGLEFOOT STICKY FLY PAPER. All other methods fall short of catching the GERM as well as the FLY, as it coats them both over with a varnish from which they can never escape.

WELL PRESENTED.

# THE BANNER

Tennessee's Leading Newspaper.

Average Daily Sworn Circulation  
FOR APRIL, 1901.

17,205

Average Daily Increase  
OVER LAST YEAR,

705

Number Lines Advertising  
PRINTED APRIL, 1901,

251,132

Increase Over April  
LAST YEAR,

55,490

## THE NASHVILLE BANNER

Sets the pace, the other  
TENNESSEE NEWSPAPERS FOLLOW.

### MAILING ADVERTISING MATTER.

The great bulk of mail order business is sent as third-class matter, requiring one cent postage for "each two ounces or fraction thereof." So much of this as is mailed in the form of circulars, booklets, etc., of a size not wider than a No. 6 envelope and especially when inclosed in envelopes, is placed in the receptacles for "first-class matter" and receives as far as practicable the same treatment as first-class matter when being "worked up" into routes and offices by the postal employees, as they all have to be. But some advertisers are infatuated with the idea that to attract attention they must have oddity and eccentricity in the form of their ads, as well as in the subject matter, and in their attempt to do this they mail their matter in such form that it cannot be incorporated with first-class matter and is, of necessity, thrown loose into canvas sacks with newspapers, boxes and bundles of every conceivable size and shape, and subjected to crushing, grinding and mutilation as the sacks are shifted and piled and repiled in transit.

What suffer most from this cause are large single sheets of bristol or cardboard from 5 or 6 inches by 8 or 10 inches up, while circulars, booklets, etc., inclosed in envelopes of ordinary size go

through the mail almost intact. Display cards and advertisements of still larger size, even up to 20x24 or 30 inches, are sent through the mails in immense quantities in the flat, and many of these become mutilated, whereas when rolled and mailed in pasteboard tubes, they go through almost invariably in "perfect condition." Those bound with brass at top and bottom are admirably adapted for safe transit and permanency. Lithographs, halftones and all display matter requiring large surface can usually be put in this form, and is superior as regards finish and durability.

For other matter requiring larger space, yet not sufficient for a booklet, I would suggest the folder inclosed in a neat envelope, which usually receives the same treatment in transit as first-class mail. In fact, all booklets and folders should be inclosed in envelopes of ordinary size for mailing to insure the safest delivery.—*Ad-School, Chicago, Ill.*

### NOW IN NEWSPAPERS.

There never was a time when the strength of newspapers as advertising mediums was so apparent as it is at the present day. Advertisers are using them to a greater extent than ever before. Within the last few months business that once appeared exclusively in the magazines has begun to appear in the daily press also, while the trend of events seems to be toward including the latter in every advertising campaign of any pretensions whatever.—*Indianapolis Sentinel.*

# Harnessing the Heat

A coal stove heats the whole kitchen—  
makes it a "regular bake-oven."  
A Gas Range generates simply enough  
heat to prepare the food—

After figuring on the enormous waste  
of fuel brought about through the unnecessary  
and uncomfortable heating of a large area, perhaps you will want to learn about our plan of using the heat  
when and where you want it in the kitchen.

ORDER A GAS  
RANGE TODAY

ST. PAUL GAS LIGHT CO.

GAS LIGHT DEDUCTION.

## **Profit By Others' Experience**

Street cars are public necessities. They are always crowded with purchasers. The extent to which the cars are patronized by all classes indicates, in a large measure, a general prosperous condition. The great firms who have grown rich through advertising are the most persistent users of street car space. They know good mediums and they know that street car advertising gives them the greatest value for their money. Street car advertising rightly done, as we do it, always pays. We are the largest handlers of street car advertising and control many of the best cities in the country. We make the lowest rates for legitimate service. There are many good points about street car advertising—you can have them for the asking.

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**GEO. KISSAM & CO.,**

**253 Broadway,**

**New York.**

## DULL SEASON PHILOSOPHY.

By J. George Frederick.

If people think more about summer amusements and diversions than about your goods you cannot complain. But if they forget all about them because they don't hear of them any more, it's your fault. You can't expect people to remember what you advertised six months ago.

If you sell things to be used the year around, you kill all your former advertising by quitting during the summer, or any other dull season, so called. If the season's dull, you made it duller by not advertising. When your "season" starts up again you'll be obliged to start in all over again. It is too easy to forget an advertisement.

If you sell only one thing and advertise only locally, you are very foolish to drop your ad for the nonce. There are so many dull heads that quit advertising in summer that if you're up-to-date you will at once see the opportunity. You can go in and get all the trade there is without opposition. If you are selling furniture, for instance, and there is no one else advertising it in the mediums you use, enough people to give you a nice profit will decide that they might as well get theirs now, because you sell so cheap, and no one else seems to have any bargains. There's where you score one.

There is no set time for buying anything except fruit. Some people buy heaters and overcoats in spring, and others straw hats in fall. There is no time of the year when you cannot make a sale in anything if you have good values and don't ask a fortune for them. It doesn't matter to the economical public whether they save a dollar in fall or in spring. All you have to do is to convince them that they can save the dollar.

There is a big opportunity in this. Dozens of the shrewdest advertisers in the country are keeping right on advertising all the time. If you are the only shrewd advertiser in your business or in

your locality, you will keep up your ads and cut your rivals out of a good round sum.

## CHURCHES AND ADVERTISING.

The Rev. Dwight Marvin, of Brooklyn, makes it plain why churches should pay for their advertising. In a discussion of the subject he says:

"There should be honor in churches. The church is no charitable institution, begging for worldly patronage, asking for support and giving nothing in return. It is God's earthly business center, where He bestows upon me the greatest gifts. Some churches make themselves repulsive to straightforward, clear-headed business men because of their methods that are small and degrading. If a church society gives an entertainment and sells tickets, returning an equivalent for that which is charged, it acts in a businesslike way and does nothing that it need be ashamed of. But when it forces tickets on business men on pain of losing trade, it simply goes into the blackmailing business and deserves to receive the condemnation of the community."

"It should be thoroughly understood that the publisher of a daily paper is under no obligation to advertise the church without pay or spread its fame and receive therefrom only criticism. As a vendor of news and an educator of the people he is under obligation to tell the news, speak the truth and teach morality, but that does not put him under bonds to print paragraphs lauding the minor activities of the church." — *Publishers' Guide.*

THE greatest mail order business is love by male.

## ILLUSTRATED ADVERTISEMENT.



"IT CAUSES MENTAL DEPRESSION, LOSS OF MEMORY AND VERY OFTEN LEADS TO PARALYSIS."

## CURIOSITIES OF JOURNALISM.

"Modern journalism has taken a good many curious bypaths," remarked the manager of a big advertising agency, who was in the city last week, "but nothing is stranger than the great number of class publications that have sprung up during the past few years," says the New Orleans *Democrat*. "I remember when a weekly printed exclusively for stenographers was a curiosity; now we have a dozen. It may surprise you to know that nine periodicals are at present being issued regularly for stammerers. Two are published in the United States and the others abroad. They contain the latest information as to cures, and some of them print jokes about the infirmity. In Paris there is a monthly devoted to theatrical doctors—I mean the physicians regularly on duty at the theaters, according to the law in most continental cities. One would imagine that the clientele of such a publication would be very small, but it has proven a success. Stamp collectors' journals are as thick as blackberries, and in Europe they have become divided into specialties, some catering to the dealers, some to the amateurs, and I know of at least one that confines itself strictly to information in regard to counterfeits, like the old *Note Detector* of the days of 'shinplasters.' Almost every other phase of the collecting mania has its special organs at present—old china, bronzes, coins, birds' eggs, medals, clocks. I have even seen a quaint

little bi-monthly that contained nothing but matter about snuff-boxes. A great many of these collectors' journals are quite prosperous. They are almost indispensable to enthusiasts, and get a fancy price for subscriptions. Of course, every new fad calls special prints into existence. The most striking examples of that fact are furnished by the bicycle, the snapshot camera, and the automobile. When cycling was at its height, its organs were among the most prosperous trade journals in the country, and I look for the same thing of the prints devoted to the horseless carriage. Several papers have been published at different times for the wearers of artificial limbs, and one now being issued makes a specialty of obesity. When I was in the Northwest recently I was astonished to run across a little monthly called the *Blue Glass Chronicle*. I thought the blue glass craze was dead and buried ages ago, but it seems that enough disciples survive to keep up the publication. The faith-cure, the mind-cure and Christian Science folk have papers by the score, and Buddhism is represented by at least two. I have mentioned these at random, and have, no doubt, overlooked some of the greatest freaks in the lot."

### A RULE.

There is one rule that the advertiser can follow to advantage, namely: Don't trust an expert simply because he expresses his ideas in a positive manner. Any blunderer can do that. Sensible men—men who have real ability—do not assume an air of infallibility, or endeavor to force their views upon others.—*Profitable Advertising*.

## The President Reads It Every Day.

"The President is in a position where he must of necessity deny himself to interviews, but if he were to break this rule it would gratify me to make the exception in the case of THE STAR, a paper I read every day," said President McKinley, when asked his opinion of The Washington Evening Star.

M. LEE STARKE, Representative { New York, Tribune Bldg.  
Chicago, Boyce Building.

## PRINTERS' INK.

## TO HELP ADVERTISING.

CHICAGO, June 26, 1901.

*Editor of PRINTERS' INK:*

Following item seems in your line: W. C. Curtis & Co. occupy a building at No. 8 Market street, Chicago. Their business consists in carrying stocks for manufacturers, which the jobbers draw on as they receive orders from their retail trade. The jobber is an autocrat who declines to place an order for goods unless there is a pronounced call. Many manufacturers have set out to introduce goods, via solicitors, arranging with one, or even two or three jobbers, to carry their brand. They were nevertheless constantly met with the objection, "We don't trade with the jobber or jobbers who carry your brand, so won't order." Now the solicitor sallies forth and tells Mr. Retailer every jobber in Chicago can fill his order. If the solicitor sells two, or twenty-two cases a day, the jobber merely sends over to W. C. Curtis & Co. for what is sold. In the past many jobbers refused to order a certain brand, because they could not order a carload, in order to get the right price. Then the manufacturer was shut out. Now a carload can come to Chicago care of W. C. Curtis & Co., and all the jobbers help consume it. The manufacturer pays the freight F. O. B., W. C. Curtis & Co.'s warerooms, also insurance. Curtis gets a commission, which runs from about two per cent up to ten per cent and sometimes more, payable monthly. The manufacturer makes the price for the jobbers, also his own collections, unless otherwise arranged. Curtis & Co. also undertake to introduce grocery lines among the retailers. Mr. Curtis himself personally calls once daily on every grocery jobber and some kindred lines, to receive his day's requisitions on his warehouse. He has at present about twenty on account, among them such houses as the German-American Provision Co., Fairbanks Canning Co., Ralston Foods, Knox's Gelatine, Schepps' Cocoa, Escanaba Woodenware Co., etc. He is open to negotiate with any number of other factories. He was for ten years or more a buyer for McNeil Higgins Wholesale Grocery Company, Chicago. He states that the enterprise was of his own conception, and that there is no other yet in existence, but that there will be now the great merits of the idea are being practically demonstrated. Every jobber in Chicago except one has signed an indorsement of the service. The latter firm could not afford to, inasmuch as they are carrying on a somewhat similar business, and it would place them in a false light to indorse a semi-competitor, at the same time they patronize Curtis.

A soap house has spent some \$60,000 to share some of Sapolio's orders, but it won't go, one fault being that it is dark-colored, while Sapolio is light, clean-looking. Another concern sent goods of a cereal nature, which were simply epicurean; but the manufacturer did not believe advertising was necessary, and the goods were sent back ultimately. A concern which puts up a large, fine line of grocery sundries has been dropped. Chicago jobbers would

not let the goods succeed, as they put up brands of their own, then again the quality being top notch, the prices were high. Mr. Curtis took the writer all around his warerooms, pointing out the piles which were moving and those which were slow sellers or failures. The phone, draymen, messengers, etc., kept Mr. Curtis busy all the time of the visit, and he remarked that it all went to show what a lot of attention a manufacturer secured for the commission he paid. Very respectfully,

SALESMEN'S CLEARING HOUSE,  
H. H. Baker, Manager.

♦♦♦  
BOSTON BUBBLES.

BOSTON, June 29, 1901.

*Editor of PRINTERS' INK:*

Munyon has invaded the Hub with show window demonstrations of his new soap and the urchins in the act seem to enjoy rubbing their heads with the foamy lather.

The latest "While-you-wait" sign seen on the streets is hung out by a printer who is quick enough to print a pack of cards in a jiffy. Another one draws a big trade by advertising as "The Nifty Printer."

A shoeman is crowding his store by announcing that he has secured several hundred cases of "manufacturers' mistakes" shoes; he claims that the orders were countermanded because they were too extreme in style for the Western trade.

Another shoe dealer has both windows full of old rubbers, and is employing extra clerks by advertising that he will allow 25 cents per pair for old rubbers in part payment on any pair of new shoes.

Chickering, the great piano firm, are shipping instruments by the carload all over the country by just such a scheme. The sales are made through a small ad saying the firm intends at some future date to hold a big exhibit of pianofortes, and offering to accept any old piano in part payment for a new Chickering.

The advertising managers of the Boston dailies have had to have besides their rate-cards a good thermometer close by this season, as contracts for Moxie were given out with the understanding that the ad was to appear only on days when the bubbling bulb sizzled above 80 degrees.

Hires' Rootbeer has big display ads in the dailies that attract much favorable attention. On the day Yale won from Harvard a timely ad read, "The sun can't win a heat when Hires' Rootbeer is running." The cuts illustrating this phrase were good too. DATES.

♦♦♦  
CONVEYS A BAD IMPRESSION.

Business stationery conveying the impression of "anything will do," smart, facetious, even impudent, words and sentences do not make the best business literature, nor does crude art and the greatest display of black type.—Our Wedge.

♦♦♦  
USUALLY.

That the booklet is useful without previously advertising is a mistake.—Our Wedge.

## NOTES.

**MR. A. H. SMITH,** of Earlville, Ill., is a newspaper broker whose folder is interesting enough to be read by any person who wishes to buy or sell a newspaper.

**THE Shoe Retailer and Boots and Shoes Weekly,** of New York, is running a spring window dressing competition, offering \$15 for the best display of shoes for spring, \$10 for the second best, \$5 for third and a subscription to the publication for the fourth. One hundred and twenty dollars in prizes are also offered by the same publication for the best business bringing suggestions. The latter contest is open until August 14.

**COMPRESSED air,** the newest force to be commercially developed, according to Henry A. Fergusson in the July *Munsey*, is rapidly revolutionizing processes, prices and possibilities in almost every field where heavy manual labor is a factor. The writer details the many uses to which compressed air has been applied, and says that it is due to such powerful industrial weapons that America is enabled to outbid the world on contracts for bridges and the like.

## CIRCUITOUS ADVERTISING.

Before the forming of the mill machinery trust or combination, the Nordyke-Marmon Co., of Indianapolis, ran an ad containing a standing offer of ten dollars for information of any one about to build a flour mill. The sum was to be paid the day work was commenced on the structure, whether the firm secured a contract for the furnishings or not. This would be considered by some a rather roundabout way of advertising, but the head of the house always claimed it was effective advertising and continued the offer for several years, yet the bonus was not paid, in one or two instances, until nearly five years had elapsed since the tip was sent in.

Reputable druggists have often received offers from a large advertising concern agreeing to supply them free with all the packages of certain herbs that they could sell. But the "cat would jump out of the bag" if they chanced to open a five-cent packet of tansy, for inclosed they would find a circular advertising "Double Diamond Pills, a sure relief when milder remedies fail, only \$2.50 a box." This mode of advertising would be termed "striking while the iron is hot," yet a package of the herbs, with the hidden circular, might lie unopened in an apothecary for many months before it would bring anybody around even remote results.

Clippings are another form of roundabout advertising, but are thought by some advertisers to be good and to pay them well in proportion to the cost. Marks, the "lost limb" manufacturer, of New York, makes money out of them.

The anti-trust type-founding concern of Barnhart Bros. & Spindler, Chicago, watches the trade papers closely for items of interest, and when one is found mentioning that so-and-so is con-

templating putting in a new press, or making extensive improvements, the house sends a short three-line form letter asking if they are in the market for any material and requesting the pleasure of quoting prices, etc. The firm always incloses a two-cent stamped envelope for a reply, and it claims over eighty per cent of the envelopes are returned to them with letters or orders, and as they have from time to time changed the style of printing of these addressed envelopes they can easily trace orders that have been received in envelopes that have been retained for upwards of three years before mailing.

DATES.

## TASTE IN ADVERTISING.

The Fort Worth (Tex.) *Telegram* comments on taste in advertising, as follows:

Taste in advertising is becoming as pronounced as taste in dress. The progressive clothier or dry goods man now endeavors to put his announcements before the public with the same carefulness of detail as to correct form that he would use in building a suit for a man of fashion or a frock for a mode woman. The matter of the advertisement, its wording and arrangement, are made the subject of as careful study as are the lines of the figure to be clothed or draped. Then, when the matter is carefully thought out, the printer's art is invoked and the utmost taste and skill of typography put to use in the choice of types and illustrations and the arrangement of paragraphs and lines. This sort of advertising pays, and it is encouraged by the trade journals.

## GILLAM EVER LEARNING.

Mr. Gillam, when at Hilton, Hughes & Co.'s, once told an advertising solicitor who apologized for the time he was taking, "that the days were long enough for him to see everybody who called and from whom he might learn something"—and he was at that time one of the busiest of men.—*Our Wedge*.

## ILLUSTRATED TESTIMONIAL.



"I WAS TROUBLED WITH A SEVERE BACKACHE."

# BATES

The American Newspaper Directory is the only reliable guide for the advertiser.

No man who advertises can afford to do without it.

What Bradstreet and Dun are to the mercantile world the American Newspaper Directory is to the world of periodical publications.

A new advertiser will get from the American Newspaper Directory a better idea of the greatness of his country, and the tremendous possibilities in newspaper advertising, than from any other source.

If an advertiser spends only \$100 a year he should have the American Newspaper Directory. For his business may grow and his right expenditure of his money become increasingly important. The time to learn how to spend \$10,000 a year is before it is spent, otherwise the spending may be disastrous.

Many times the best paper in town costs the advertiser no more than the poorest. The American Newspaper Directory tells which is which.

The paper that was the leader in its town five years ago may lag behind to-day. Even one year may witness astonishing changes. If you are spending money for publicity it is vastly important that you should know where to get the most of it for the price. The American Newspaper Directory gives not only the present circulation rating of every paper in America, but shows their history by quoting past ratings.

The book costs five dollars a copy, and a single reference to it may readily save or make many times its cost.

All newspaper directories but one are erroneously optimistic about circulations. The American Newspaper Directory may occasionally err on the other side, but that makes it all the safer for the advertiser.

My advertising experience began in 1885, and one of the first things I did was to buy a copy of the American Newspaper Directory.

For sixteen years Rowell's "The American Newspaper Directory" has had a place of honor and usefulness on my desk.

Many a publisher is ready to prove by other directories that "Rowell's is wrong," but few indeed can be induced to prove it by opening their circulation books to the advertiser.

Among publishers who are not willing that their real circulations be known it is the best hated book in print. The moral is not far to find.



New York, June 24, 1901.

The building of large business interests through advertising is a national feature in America. To sift among more than 20,000 newspapers and periodicals the true from the false—the wheat from the chaff—the desirable from the undesirable ones—is a gigantic if not impossible task for an advertiser. The American Newspaper Directory is published for the purpose to lighten the burden of the advertiser, to help him decide where to invest his money with the least risk and the greatest probability of a profitable venture. The Directory is the one work that comes nearest to solve the greatest problems which constantly confront the advertiser who has the spirit of going ahead.

## IN SIBERIA.

In this country, half as large again as the United States, there are at most but thirty-five newspapers and periodicals of all kinds; and fully one-third of these are official governmental gazettes. Beginning at the Pacific, in the filthy big village of Bladi-boctok, which the Russians expect to make the great harbor of Asia and which has about 25,000 inhabitants, there are two newspapers. That named *Buctok*, meaning the East, is the leading organ of public thought. Its circulation must amount to four or five hundred copies. It has four pages, the size of the New York *Tribune*, and prints some scanty telegraphic news, a few selected local happenings, and fills up the rest of its space with official advertisements and the announcements of business concerns.

At Chita, in the trans-Baikal region, there is a semi-weekly printed in the Buriat language—the only one in the world using these queer characters, which somewhat resemble Hindustani or Sanscrit. The type was secured from St. Petersburg, and cost more than a dozen big fonts would in the ordinary Russian text. The political news in this Buriat journal has to be printed in Russian in parallel columns with the native tongue, in order to give the press censor a chance to get in his fine work. That he does unfailingly, whether necessary or not; for so he must, poor man, if he wants to hold his job. The compositors on this unique newspaper are Burians, who wear short pigtails like the matadors of Spain.

These Asiatics are quite familiar with Russian; indeed, many of them are better versed in the language than the average Russian himself. It seems incredible, the explanation of the last assertion: that in hundreds of Cibrian villages not one Russian peasant can read or write a word in his own tongue, while his Buriat neighbor next door readily does both in the Buriat and Russian languages. Largely, this Buriat literacy is due to one of the car-

dinal tenets of the Lamaistic doctrine—a religion which holds it sinful to be unable to read and write. In the orthodox Greek church the faithful hear no such admonition. During the first months of my traveling in Eastern Cibria it was often necessary to have my passports and other documents read; and it was a common thing, in a village of five hundred people, for every Russian moujik to say, when confronted with them, "Ni gramatna" (literally: "no read"), and to send then for a Buriat to make things clear from the script or print I showed him. Yet the same moujik deems these nomadic people less civilized than himself.—*L. Lodian, in Newspaperdom.*

## A MODERN FABLE.

A young woman in New York went to one of the large dry goods stores one fine day and bought several articles, tendering in payment, as she supposed, the exact amount she owed. Two days later she was surprised to get a letter inclosing the firm's check for \$1. It seems that she had given the salesman one bill too many. She told her husband of this incident when he came home that night. Next day she told her sister, her brother and her sister-in-law. Her dearest friends to the number of fourscore knew within a week that every one was treated with scrupulous honesty at this particular store. In fact, that \$1 check paid for \$100 worth of good advertising.—*Spatula.*

## WANT AD ILLUSTRATED.



"AN ABLE BODIED IRISHMAN WANTED."

# To the Publisher

The Special Issues of PRINTERS' INK and the number of sample copies to be sent out are as follows :

- AUGUST 7.—General Advertisers of the United States and Canada as listed by the Publishers' Commercial Union. 15,792 sample copies.
- SEPTEMBER 4.—Patent Medicine Manufacturers. 2,689 sample copies.
- OCTOBER 9.—Druggists, Wholesale and Retail. 36,000 sample copies.
- NOVEMBER 6.—Cigar Manufacturers. 13,000 sample copies.
- DECEMBER 4.—Seed and Nurserymen. 12,000 sample copies.
- JANUARY 8—Distillers. 1,700 sample copies.

The advertising rates are :

Pages, \$100; Half pages, \$50; Quarter pages, \$25 for each issue. Classified advertising, set solid, without display, 25 cents a line each issue.

Space can be secured *now* for any one or all of the Special Editions.

If order and copy is sent by return mail we will have time to send proof of advertisement before insertion.

If interested, address

*Printers' Ink, 10 Spruce St., New York.*

*It will be noticed that each class of Advertisers to be reached by the Special Editions of Printers' Ink are the greatest spenders of money for advertising in America.*

**DISTRIBUTING.**

Old established houses like Lydia Pinkham, Peruna Manufacturing Co., J. C. Ayer, C. I. Hood, Dr. Chase, Genesee Pure Food Co., Dr. Miles Medical Co. and many others would not distribute millions of pieces of costly and attractive advertising each year if it were not profitable.

It stands to reason that a circular, folder or booklet, neat and attractively prepared and placed into the homes of the class of people you desire to reach is profitable advertising. First, because the circular, booklet or whatever it may be, is an exclusive advertisement of your goods, only it has the whole attention of its readers, there are no advertisements of competitors in connection with it to take their attention from your advertisement.

Second, you are not restricted to space or position in the preparation of your literature, as you can illustrate and go into details and make your advertisement tell all that you desire the people to know about your goods, at just the cost of composition, material and presswork.

Third, by employing experienced and reliable local distributors in each city, you can have your advertising matter distributed direct to the class you desire, leaving out all the undesirable class and also avoiding duplication. If the literature is attractive and well written it will be kept for reference an indefinite length of time. I believe that an attractive booklet well written and

illustrated with cuts showing the various styles and patterns of R. & G. Corsets with full description of each style and pattern and backed up by good reasons why R. & G. Corsets should be worn in preference to all others, these booklets to be distributed directly into the homes and hands of women by competent and intelligent distributors, would sell as many if not more corsets than any other line of advertising.

For \$30,000 I can plan, illustrate and print five million attractive booklets, ship them prepaid to responsible distributors at each city who will distribute them directly into five million homes, covering a territory of twenty-five million people, the circulation is as guaranteed five million to go into as many homes, while C. A. Bates' fifty-six newspapers had a total circulation of five million, many thousands of which never reached a home.

The *Billposter-Display Advertising* says that they can post 8,000 sheets in 90 cities for \$25,000; this is calculated to reach the poster-reading element of an aggregate population of 18,537,000. Five million pieces of advertising matter will go into the homes of nearly all the cities of the United States with a population of over 25,000, also covering territory having a total population of twenty-five million people.—*Up-to-Date Distributer, Cleveland, Ohio.*

THE man who refuses to advertise to-day may be advertised by the sheriff to-morrow.

**MEAT OR BUTTER**  
and all food apt to become tainted, such as game, poultry, fish and lard, should be wrapped in

**Paterson Parchment Paper**  
(PATENTED BRAND)

Paterson Parchment Paper is air-proof and germ-proof. It is not possible for delicate food to receive any taint when wrapped in this paper. You can put an onion beside a roll of butter in your refrigerator if the butter is wrapped in Paterson Parchment Paper. You will not be able to detect the taste of the onion in the butter. We will send a roll with cutter, sufficient for about six months, for household use to any address on receipt of \$1.00. Dealers who wish to especially advertise themselves to particular customers should make it clear to them that they always use Paterson Parchment Paper.

Booklet telling all about it free.

**THE PATERSON PARCHMENT PAPER COMPANY, 11 Eighth Street, Passaic, N. J.**

## ADVERTISING AS AN EDUCATOR.

Advertising is a mode of education by which the knowledge of consumable goods is increased. It sets forth the peculiar excellence of novelties, keeps in mind the merits of staple articles, and thus increases the general demand for commodities. This method of making the public acquainted with goods has been resorted to because the modern system of distribution requires that goods be sold in large quantities. Production increases, competition becomes more fierce, and purchasers must be found. Business men recognize that advertising can increase sales by increasing the people's familiarity with goods. This better knowledge not only helps to educate the individual, but trains him in other ways. His powers of discrimination are exercised and developed by the necessity of making a choice between the articles. Even the abuses of advertising aid him, for he learns by his mistakes.

Advertisement sometimes creates a demand, sometimes directs it. What greater stimulus can there be for an inventor than the fact that a method is in vogue by which a useful article can be immediately placed before the public, with the probability of large and immediate returns? Advertising fixes new staples. Tea was one of the earliest articles advertised in England. Recently the "blending" of teas has become customary and the value of the different blends made known.—*Emily Fogg-Meade, in the Journal of Political Economy.*

## THE AVERAGE COUNTS.

One striking good advertisement does not mean good advertising. It is not one hit which spells success, but a series, of which the average is good. Do not be worried if one week's answers are not quite satisfactory in number; it is not one week or one month, but the year's average which decides between good and poor advertising.—*Our Wedge.*

## Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

## WANTS.

WHO wants an "A1" correspondent and writer? GEO. W. SMITH, M.D., Macon, Mo.

WILL pay 20 cents each for one copy of Feb. 29th and one copy of March 13th issues of PRINTERS' INK, 1901. "P. D." Printers' Ink.

PUBLISHERS' COMMERCIAL UNION: a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

DESIGNER and engraver wants position. Long experience in printing houses. Can draw for newspaper or book work. Near New York preferred. "DESIGNER," care Printers' Ink.

WANTED—Complete staff of non-union line-type operators, advertising compositors, stereotypers and pressmen, for a new daily soon to be established in the Western States. Address "PUBLIC PRINTER," care Printers' Ink.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois newspapers, 100,000 circulation weekly, other Western weekly paper same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

MORE than 200,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

WANTED—Sole agency for South Africa portable article household use which can be sold here at \$15 or less. Peculiar facilities for making large sales by house-to-house canvass of entire country conducted by hustlers.

J. ST. JOHN DAYTON,  
Wynberg, Cape Town,  
South Africa.

## SITUATIONS WANTED.

PROOFREADER, Greek, Latin, French, English. References. BOX 201, Albion, Ill.

## ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

## HALFTONES.

PERFECT copper half-tones, 1-col., \$1; larger, 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

## ADVERTISING CUTS.

DO you write ads? Send address on your business stationery for invaluable information, free. HARPER SYNDICATE, Columbus, Ohio.

## LINOTYPE EQUIPMENT.

METAL Furnaces, Flue Cutters, Saw Tables, Metal Ingot Moulds, Beveled Col. Ruls. Send for cat. F. WESEL, MFG. CO., 82 Fulton St., N. Y.

## SPECIAL REPRESENTATIVES.

LA COSTE AND MAXWELL,  
38 Park Row, New York, telephone 3232 Cortlandt, special representatives for leading daily newspapers.

## ELECTROTYPE AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 211, North Third St., St. Louis, Mo.

## COIN CARDS.

FOR 10c, printed, in quantities. Sample, 2c. C. A. KING, Beverly, Mass.

PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

## SUPPLIES.

GAUGE PINS, 3 for 10c. PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 17 Spruce St., New York. Special prices to cash buyers.

## PRINTERS' MATERIAL.

MODERN MACHINERY, new and rebuilt. Material, new and second hand. Types new only, at foundry prices and discounts.

Quality above price.  
From a cylinder to a bodkin furnished.

CONNELL, FENDLER & CO., N. Y. CITY.

## EXCHANGE.

WILL exchange space with weeklies and mail-order papers. INDEPENDENT, Grant, Mich.

WANTED—To exchange, a small amount of advertising space with high-class magazines and monthly periodicals on pro rata arrangement. THE ROSTRUM, Lancaster, Pa.

EXCHANGE what you don't want for something else do. If you have many order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.



**LINOTYPE AND STEREO TYPE METAL.**

I MANUFACTURE the best Linotype, stereotype and electrotype metals in the world. Get my prices before ordering. Out-of-town orders solicited. I. SHONBERG, 174 Hudson St., N. Y.

**CARBON PAPER.**

WHEN you can buy good carbon paper at the same price, why continue buying that "dirty, sticky, smutty kind"!

To know what really high-grade carbon paper is like send stamp for sample book to WHITFIELD CARBON PAPER WKS, Red Bank, N. J.

**PHOTO ENGRAVING.**

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

THE finest engraving plant in the world. Our half-tone plates are known everywhere as the best. GILL ENGRAVING CO., 140 Fifth Ave., New York.

**FOR SALE.**

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

**BUSINESS OPPORTUNITIES.**

MAGAZINE for sale. Short story, literary, monthly. Great future. For full particulars address MR. SMALL, 13 Columbia St., Boston.

ADVERTISE your business by publishing a newspaper of your own on an economical plan. Send for full particulars. J. HARTLEY, 15 Vandewater St., New York.

TEXAS oil stocks of the right kind will make you more money quicker than any other investment nowadays. The Texas gushers are now flowing more oil than all the rest of the world combined. For a short time you can buy development stock at 25c. per share in a company right in the midst of the oil fields. Write to us at once. BELGIAN OIL CO., 155 La Salle St., Chicago.

**PRINTERS.**

PLEASE send samples of your printed matter and get our prices. We do good work at very low prices. Stereotyping done. THE GEM CITY, Fort Madison, Iowa.

WE print an attractive, booklet, 8 pages, 5½x6 inches in size, wire stitched, fine paper, any color of ink. 1,000 booklets for \$10; 5,000 for \$32. For illustrations and writing copy, if so desired, we make a small additional charge. PRINTERS' INK PRESS, 10 Spruce St., N. Y.

FOR a limited time I will print and deliver at your postoffice charges prepaid, 1,000 type-written letter-heads, 5½x8½ inches, for \$1.50; 8½x11 inches, \$1.80; statements, No. 6 billheads or packet noteheads, \$1.75, cash with order. Proofs submitted if desired. High-grade work. WILCOX, The Printer, Milford, N. Y.

**PREMIUMS.**

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N. Y.

POOR BOY'S CHANCES, by John Habberton, 5½ by 6¾ inches in size, 280 pages, 136 illustrations. Substantially bound in cloth, covers stamped in colors and silver. An elevating, inspiring book for the American youth. A true and interesting narrative of the long list of poor American boys who have risen to success and fame either in public life, the professions or the world of commerce. Should be given to every American boy as an incentive to pluck, self-reliance and instruction. Written in a style which boys will read. A splendid premium article for publications or the mail order trade. Address HENRY ALTEMUS CO., Pubs., Philadelphia.

**ADVERTISING MEDIA.**

THE CHRONICLE, Princeton, Ky.

THE GOLFER, Boston. Oldest golf publication in America.

THE CHRONICLE, Princeton, Ky., is rated 1,800 weekly in plain figures.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

TO reach mail-order buyers at 10c. line, use AGENTS' GUIDE, Wilmington, Del.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 6,800.

THE CAPAC NEWS, Capac, covers Western St. Clair County and is the best for advertisers.

TO reach mail order buyers, try PENNY MONTHLY, 10c. a line; circ'n 25,000; Youngstown, O.

1 CENT a word, 25,000 circulation guaranteed. No ads taken for less than 2c. FARM AND HOME, Homer, Mich.

EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

ANY person advertising in PRINTERS' INK to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, eight years old, is the greatest advertising medium in the shoe trade. Rates 20 cents a line.

ADVERTISER'S GUIDE, New Market, N. J. Circulation 5,000. Sample free. Mailed postpaid 1 year, 25c. Ad rate, 10c. line. Close 34th.

VIAN SUN, one of the leading weeklies of the Cherokee Nation. Ads in its columns attract attention. WEEKS & CHAPMAN, publishers, Vian, I. T.

THERE are others, but none so practical and helpful as THE AD-WRITER, St. Louis. World's Fair City, 1903. 10 cents brings sample copy; \$1 a year.

IF you wish to reach the bottling trade of this country, advertise in the AMERICAN CARBONATOR AND BOTTLER, 67 Liberty St., New York. Established in 1881.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

THE FLORIDA FREE PRESS, published at Bristol, Levy County, Florida, every Friday. The official and only paper published in the county. In the center of a very fertile agricultural and turpentine district.

ELIGIAN HARE RECORD, Macon, Mo., 32 pages. Only journal having an English department supplied by English judges and breeders. Send 2c. stamp for sample copy; 50c. for yr. subscription. Special adv. rates on application.

KEY WEST, Florida. Read and advertise in the Key West ADVERTISER, the only newspaper ever published in the most southern point in the U. S. Established 11 years; 8 fol. pages, Only 90 miles from Havana, Cuba. J. T. Ball, Mgr.

THE GEM CITY, Ft. Madison, Iowa. Average average circulation during 1900, 585 daily, 1,327 weekly. Average for March, April and May, 1901, 606 daily, 1,372 weekly. Most modest and cheapest advertising medium in city. Special low rates to responsible agents and large advertisers.

PASSAIC CO. PRESS. Nine-page weekly suburban paper, 12 to 15 miles from New York City. Total circulation, 2,600. Classified ads, 5c. per cent. Display advertising, \$1.50 per inch per month. Main office, 236 Main Street, Paterson, New Jersey.

**W**ICHITA, Kan., THE STAR reaches over half the rural families in Sedgewick Co., pop. 45,000. Rate, 9c per inch. Wheat crop is excellent.

**T**HE ANNALS OF GYNECOLOGY AND PEDIATRY—the only journal in New England devoted to gynecology, obstetrics, abdominal surgery and the diseases of children. Fourteenth year, strongly established. \$1.50 the year. Advertising rates upon application. THE ANNALES PUBLISHING CO., 149 Pearl St., Boston, Mass.

**T**HE Wrightsville TELEGRAPH is the only all-home print newspaper published in the eastern section of York Co. It covers the richest section of Pennsylvania and goes into the homes of well-to-do farmers every week. It carries eighteen to twenty columns of advertising. For rates address THE TELEGRAPH PUB. CO., Wrightsville, Pa.

**A**FFIDAVIT—I, E. Boyle, publisher of the HOUSTON WEEKLY TIMES, being duly sworn, say that the average number of copies each issue printed and circulated since January 1, 1906, of the paper, has been 1,000. E. BOYLE, Publisher. Subscribed and sworn to before me, this 11th day of January, 1906. E. TRACT, Notary Public in and for Harris County, Tex.

**T**HE FREIE PRESSE, Wilmington, Del. The only German newspaper—a daily 21 years in existence—published in Delaware, and the only one between Philadelphia, Reading and Baltimore.

If you want to reach a good German trade, place your advertisement in the columns of this paper. Results prove the value of the medium. Write for sample copies and advertising rates.

**T**HE best adv'g medium in Dodge County, Minn.—the greatest agricultural and dairy region in the State—is the DODGE COUNTY REPUBLICAN. Through advertising can the will-to-do constituents of this paper be reached so economically as through the REPUBLICAN. All home print. The best equipped country printing establishment in the State. The REPUBLICAN carries more ads, at a higher rate, than any paper in Dodge County—it reaches the people. For rates and samples address B. A. SHAVER, publisher, Kasson, Minn.

#### BILLPOSTING AND DISTRIBUTING.

**B**ILLPOSTING and distributing. FRANK BENHAM, Homer, Mich.

#### NEWSPAPER POSITIONS.

**A** LOWELL newspaper man writes to Fernald's Newspaper Men's Exchange: "I have been agreeably surprised at the service your bureau is able to render, and I believe its merits ought to be better known among publishers and newspaper men." Telephone 59-2, No. 15 Cedar St., Springfield, Mass.

#### PHOTOGRAPHIC ILLUSTRATIONS.

**W**E have a large assortment of half-tone plates from artistic, prize-winning photographs. Subjects of great beauty and attractiveness, many suitable for book illustrations, advertising ephemera, slides and other novelties. All practically new, original plates only, no copies. You get exclusive subjects which have appeared only in a limited edition of our monthly magazine. Send for proofs and prices. We can supply original art-photographs for advertising or illustrating, or half-tones from same at low prices. New material constantly arriving in our prize contests. Special photographic studies from life and nature to illustrate any subject, book or catalogue made to order. Department under charge of experienced artist of national reputation. Estimates submitted.

WESTERN CAMERA NOTES PUBL. CO.,  
13 South Seventh St.,  
Minneapolis, Minn.

#### PRINTERS' INK.

#### NEWSPAPER BROKER.

**S**ELLERS and buyers, big and little, have confidence and take to original methods of A. H. SMITH, Newspaper Broker, Earville, Ill., like a duck takes to water. Why delay? Write for information to day.

#### ADVERTISING CONSTRUCTORS.

**L**OUIS O. EDDY, Chicago. Marshall Field Bldg. Four retail ads, \$1.

**A**RTHUR E. SWETT, Omaha Building, Chicago. Mail order business only.

**W**RITE me about my business-bringing ads. H. L. GOODWIN, Malden, Mass.

**W**M. WOODHOUSE, Jr., Trenton, N. J., writes advertising that inspires confidence.

**L**ITTLE talks that hit the heart of your business. JED SCARBORO, Brooklyn, N. Y.

**T**RY a dollar's worth of Peterson's Pertinent Paragraphs. P. O. BOX 77, Buffalo, N. Y.

**R**ETAILERS, add a mail order department. GEO. R. CRAW, 115 Dearborn St., Chicago, Ill.

**F**OUR to eight original common sense ads written to sell goods at \$5 to \$8 per month. EDWIN S. KARNS, a37 E. 42d St., Chicago.

**D**AGGETT & RAMSDELL'S Cold Cream advertising is our work. Send for samples. M. P. GOULD CO., Bennett Bldg., New York.

**I**f you sell a medicine let me write your ads—that is my specialty. Three ads for \$2: 4-page circular, \$3. C. B. PERKINS, 33 Globe Bldg., Boston.

**"J**ACK THE JINGLERS" best of fads is writing rhyming business ads. Of pith and point, for every use. His New York address is 10 Spruce.

**C**OPIES for 8-page booklet, \$3.75; four triad ads, \$1; advice on any business subject, \$2; yearly service \$6 per month up, owing to amount of work. FRANK B. WILSON, Kenton, Ohio.

**A**BARGAIN for storekeepers. Ten original business-bringing advertisements, to fit 4-inch space, for \$5 cash. Satisfaction guaranteed. STAR ADWRITERS, Star Bldg., Washington, D.C.

**L**AUNCHING a new business! Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

**D**O you want a good ad of your business, without any frills, a business bringer, either rhyme or the plain kind? Then send us \$50. and data for one, or \$1 for three business boosters. Money back if we don't fill the bill. MORRISON, AD, Mankato, Minn.

**H**ENRY FERRIS, his [HF] mark, 104 Drury Building, Philadelphia. Adwriter and designer. Illustrated magazine and trade-journal ads chiefly the kind you see first on a page, and remember. Write for samples, inclosing some of your present ads.

**W**E offer intelligent service in writing and illustrating advertisements effective, well written, nicely displayed ads. Advertisements put in type and electrotyped furnished. We do all or any desired part of this work. Price reasonable. GEORGE P. ROWELL & CO., 10 Spruce St., New York.

**"T**HE world gives its admiration, not to the man who does what nobody else attempts to do, but to the man who does best what multitudes do well." We write convincing advertising and illustrate it too if you like.

THE HEBER MACDONALD CO., St. James Bldg., New York, B'way & 26th St.

**A**DWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. PRINTERS' INK has over one hundred imitators, yet PRINTERS' INK covers all their territory besides its own chosen field. A number of the most successful writers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

# Money-Saving PRINTING.

Printing that advertises saves money. Printing that advertises fulfills its mission. Only good printing can do it. Printing with that difference about it which makes it stick out from the ordinary kind enough to make the recipient impressed with it. A great number of details enter into good printing. Some are very important and are indispensable to produce the most striking effects. Our printing plant is complete in equipment, workmen and technical knowledge and experience. We print booklets, folders, cards and circulars for advertisers. Our prices are moderate.

Printers' Ink Press,  
**10 SPRUCE STREET,**  
New York City.



# FOR FIVE YEARS

An unusual wave of PROSPERITY

SOUTH  
AND

This year the wave will sweep

# THE WICHITA EAST IS THE ONE

Published that reaches this field on the arrival of the mail.  
**EXCLUSIVE FIELD.** We challenge any state to reach all the people all the time in SOUTHERN KANSAS.  
is the medium.

THE S. C. BECKWITH

The Rookery, Chicago • Tribune Building, New York



ARS

SPERITY has been sweeping over

# SOUTHERN KANSAS AND OKLAHOMA

sweep HIGHER than ever before.

## EAGLE THE ONLY DAILY MORNING PAPER

The arrival of the first mail. It is the EAGLE'S  
only statement to the contrary. If you want to  
SOUTHERN KANSAS and OKLAHOMA, the Eagle

WITH SPECIAL AGENCY

ork

R. P. MURDOCK, Business Manager

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**1<sup>st</sup>** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**2<sup>nd</sup>** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$50, or a larger number at the same rate.

**3<sup>rd</sup>** Publishers desiring to subscribe for PRINTERS' INK, may do so by sending a check or application, obtain special confidential terms.

**4<sup>th</sup>** If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscriberd in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 12 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, JULY 10, 1901.

ONE of the best advertisements that a town can have is good roads leading into it.

"PLAIN, good intention is no mean force," said Edmund Burke. In advertising it is the chief force.

As the finest farm in America would fail to yield crops unless manured, so the finest advertising space procurable will be barren of results unless fertilized with good gray matter.

"ANY fool can get an idea," according to Kipling; "working it up is another matter." An advertising idea is half the ad—must be obtained though it be the idea of some one else—but the work of setting it forth to advantage is rather more than half the battle.

THERE is a point at which advertising wheedles and becomes an offense before heaven. The right sort never goes beyond statements of facts and invitations to come to one's store or try one's ware, for if these simple means of working upon readers are effectively used there is never any need of going beyond them.

THE American Newspaper Directory stands, as it has always stood, the first and best of newspaper directories—the only one which cannot be ignored, the only one which every advertiser must have. No other can take its place; no other is needed.—*Joseph Auld, in the Burlington (Vt.) News of July 3, 1896.*

AN advertisement that "stands out like a sore thumb" may be of as little account as the thumb.

THE best way to open the average man's pocketbook is to appeal to the good sense of his wife—if he has any.

PEOPLE read the interesting part of the newspapers. That usually includes—or at least it should include—the advertisements.

IT is as true of advertising as some writer says it is of insurance: The cheapest is never the best, but the best is always the cheapest.

THE small advertiser can adapt the big advertiser's methods to his own uses. A wheelbarrow race along his main street will give him proportionately as much advertising in his own town as Sir Thomas Lipton's yacht race does in a continent.

VERY few jobs or ads require more than two sizes of type. With nonpareil, pica and eighteen-point of a light-faced old style a good printer can set up anything short of a circus poster. The bungling printer, on the other hand, fails of good effects with a hundred fonts at his command.

A SALESMAN who talked in seventeen tones of voice, ranging from a ten-line pica shout to an agate whisper, twining himself around cuts the while, would not sell enough goods to pay for his shoe strings. Neither will his ad prototype. The ideal ad talks easily, evenly, in one size of type—brevier usually.

THE placing of goods in accessible stores is the patent medicine advertiser's follow up system. Several similar articles of this nature are widely exploited in the magazines, yet no hint is given as to where they may be purchased. When a face powder is advertised with only the maker's Paris address it is rather too much to expect buyers to search out a drug store that has it in stock. "Something just as good" gets the benefit of such publicity.

MAGAZINES are being used for new purposes every month, and it is hard to predict what the "greater magazine advertising" will have grown to in a few years. The latest innovation is that of the real estate man, who takes two pages to exploit Brooklyn lots over the whole country, offering to refund railroad fares from points east of Chicago to those who come and buy, or who catch him in the act of misrepresenting.

Few ads apply to the personal requirements of every one who sees them. A placard was hung in the window of the Bowery branch of the Y. M. C. A. recently, and while the stickers were yet drying an old lady stopped before it, got out her spectacles with a great deal of trouble and stood on tiptoe to read the announcement, which was: "You Should Try a Course in Our Gymnasium. Exercise Will Make a Man of You!"

EX-QUEEN RANAVALONA of Madagascar came to Paris recently and was so poorly received by the government that the opposition party started a subscription for the purpose of buying her a wardrobe, intending to use her as an instrument for gaining prestige. Thereupon the Parisian tradesmen began to rain in dresses, hats, linen and other merchandise upon her, with the result of turning her into an excellent advertisement for themselves.

THE Cedar Rapids (Iowa) *Republican* said recently:

One of the most vigorous of the fall advertisers is the *Century Magazine*. Its advertisements are as vigorously worded as an advertisement of a Wanamaker store. It is surmised that the *Century* has been losing some ground, or has not been making the progress that it is entitled to because of the greater activity of the newer and more flashy publications.

The *Century* was long too dignified to use the modern means of placing itself before the public, assuming that its great merits would attract readers without efforts. But that principle does not work nowadays and the *Century* has recognized this fact by going into the advertising columns and by offering special bargains, such as one number free to all new subscribers. The publications that have succeeded the most in recent years are the ones that have made the most liberal use of printers' ink, such as the *Ladies' Home Journal*.

GIVEN a merchant with push and advertisements that pull, and the wheels of business are almost sure to revolve in the right direction.

EVERY article in a store breeds its peculiar half dozen questions in a customer's mind. He or she wants to know whether it will wash, or keep in hot weather, whether it is as cheap as a better known brand, whether it is an improvement upon something that it is intended to displace, and so on. These questions seem to be determined by psychological suggestion or by the limitations of the ordinary human mind, for few persons ever make an original query. By keeping in touch with this demand for information, securing it from the retailers who handle his product, it is very easy for the advertiser to determine what the general run of people want to know about a certain article; consequently he will be able to make his ads compact encyclopedias of information about his goods, answering all questions that the average reader is likely to ask.

W. ATLEE BURPEE & Co., the seed firm of Philadelphia, sent copies of their spring catalogue early in the season to editors throughout the country with a request that they make a notice of same in their paper. The writers of the best descriptions of the book were to receive prizes ranging downward from one prize of \$150 to fifty prizes of \$3 each, in all one hundred prizes aggregating \$835. Six hundred and fifty clippings were received, filed and assortcd and then turned over to an advisory committee for the award of prizes. After a careful consideration of all the articles submitted the first prize, \$150, was awarded to Alfred Paschall of Doylestown, Pa.; the second, \$100, to N. Allen Lindsey, Marblehead, Mass.; and the third, \$50, went to John S. Lindsey, of New York. Other prizes of three and five dollars were distributed to a list of people scattered throughout the country. On the whole, it seems to have been a cheap advertising speculation.

THE true inner history of many successful advertisers is generally one of hard thought, hard figures and hard work.

"WHAT will he do next?" When your advertising draws that question from people you may begin to make exact estimates of the profit it is bringing you.

REFERRING to the article concerning the circulation of the Philadelphia *North American* which appeared in PRINTERS' INK issue of June 26, Mr. Hanson, business manager of the *North American*, is reported to have said it was the first time he had ever known the American Newspaper Directory to have a controversy about a circulation statement without being in the right. Mr. Hanson still objects to giving to the American Newspaper Directory the circulation figures of the *North American*, week by week, for a year. He says the reason is because the average shown would be so much less than the number printed yesterday, or a week or a month ago. He says he is willing that the Directory shall print the entire year's figures, thus letting the advertiser see for himself how the circulation has risen or fallen during the various periods of the year. It does not seem manifest to him that to print such a statement in detail would require a full page of the Directory space, which privilege, if given to the *North American*, would have to be as freely accorded to every other of the twenty thousand papers or so catalogued and thereby create a greater demand for gratuitous space than it would be possible to grant. It appears to PRINTERS' INK, therefore, if this is a circulation controversy, it is no exception to the rule that Mr. Hanson has thus far found to hold good—that the Directory is invariably in the right. A free copy of the American Newspaper Directory is still offered to the first person who succeeds in proving that the Philadelphia *North American* is entitled to a higher circulation rating than is accorded to it in the latest issue of the American Newspaper Directory.

THOREAU—who knew a deal about writing—was of the opinion that a long sentence needed a cracker on the end of it. Short sentences need no cracker, and are best for most purposes, but when a long one is unavoidable it is well to try Thoreau's plan, winding up with a dash and an afterthought—like this sentence, for example.

#### FOR DRUGGISTS.

Office of FARRAH & FLIPPIN,  
Druggists.

SOMERVILLE, Tenn., June 20, 1901.  
*Editor of PRINTERS' INK:*

If you will kindly furnish me with the address of some drug adwriter who can furnish me with a series of drug ads at a moderate price, I will be under obligations to you. I want a series of ads suitable for the retail trade. Syndicate service is, I think, what I want. Thanking you in advance, I am,

Very truly,

A. B. C.

The M. P. Gould Co., Bennett Building, New York, has a personal co-operative newspaper advertising service for retail druggists by which druggists who furnish them with the necessary data can obtain four advertisements per month, including four cuts, for three dollars each month, but the company will not make a contract for less than three months. This service is claimed to be better than any syndicate plan on the market and the Gould Company say it furnishes the highest quality of newspaper ads, each strikingly illustrated and written especially for druggists.

Charles Austin Bates of 132 Nassau Street, New York, has a series of book advertisements for different businesses, each book applying to a separate business. These books contain a number of advertisements, covering all articles and all seasons of the year, and are sold for ten dollars each. The cuts to illustrate the ads may be had for sixteen cents each. One of these books is gotten out for the drug trade and contains many good ads.

We understand that Mr. C. B. Perkins, Boston, Mass., conducts a business of a similar kind, but with its predominating features we are not familiar.—[EDITOR PRINTERS' INK.]

## MR. STRAUS' VIEWS.

About a month or so ago a representative of the *Drapers' Record* of London had an interview with the Hon. Isidor Straus who was then in England's greatest town. The matter is thus reported in PRINTERS' INK London Supplement:

Mr. Straus has been a prominent member of the New York Chamber of Commerce for about thirty years, and he forms one of the party of distinguished visitors which is now being so pleasantly entertained by the London Chamber of Commerce. Mr. Straus is well known in the United States. He is at the head of three large stores in New York and Brooklyn—R. H. Macy & Co., and L. Straus & Sons, of New York, the former of which has a store very similar to, though much larger than, our own Army and Navy Stores, and Abraham & Straus, of Brooklyn. And he is a great authority on matters appertaining to the textile trade. This is not the first occasion on which Mr. Straus has visited our shores. He has been here several times. He first came over in 1895, in company with his friend, Mr. Wilson, the author of the Wilson tariff bill.

Mr. Straus is no believer in the statement that England is losing her foreign trade and is commercially going to the dogs. He has too much confidence in the bulldog tenacity of John Bull to admit of such a thought for a moment. "No," he says, "you are not losing it exactly. Up to the present you have had the field all to yourself. We are simply getting a portion of it; you are not accustomed to meet with competition, and when you feel the effect of it, you think that, because you do not get every order you used to get, you are immediately going to lose the whole."

Then the conversation drifted on to trusts and combinations.

"How do the American public like the amalgamations?" queried our representative.

"It is hard to say," replied Mr. Straus. "The intelligent part of the commercial community look upon combinations as one of the legitimate aims of business. There are bow-wows in every new enterprise. They look upon them with an alarmist's consternation. The far-seeing and intelligent men who form these combinations know very well that they will be a success, and that it must come from economy of management, and not from increased prices."

"To what extent will these combinations affect the small shopkeepers?"

"There never was an invention which did not hurt somebody. When railroads were built the stage coach suffered, and some of the innkeepers suffered also. But the community at large was benefitted. And so in all these new inventions. The greatest good for the greatest number is what we believe in."

"I need hardly remark that you are not free traders, Mr. Straus?"

"I have always been a free trader,

sir, and so was my friend, Mr. Wilson. But the Americans are not dreamers. They are practical men, and as such they consider that free trade is impossible."

"I suppose, if you want to extend your foreign trade, you will have to make some concessions in the tariff?"

"Yes, and I think it will have to be done through reciprocity treaties. That is the feeling of the party in power—the Protectionist party. It is only a wedge for carrying out the policy we have always advocated. A far-sighted Englishman once made the remark that America's protection was the greatest protection England could have. As long as we do not have your raw materials we are not in a position to compete with the trade of the world. If we had free trade in raw materials, free wool, free coal and free everything else, we should make greater inroads into English commerce than we are doing now, and England would have more cause to complain."

## SELLING STOCK.

Breeders dispose of their stock either at public or private sale. The private sale is almost a mail order business, in that all the preliminaries and often the entire transaction is conducted by correspondence. The advertising consists of a "card" changed probably once in three months. Public sales are advertised more extensively. A good breeder will often expend \$2,000 or \$3,000 in advertising a sale of forty or fifty head of cattle. Frequently he pays no attention to rates, simply authorizing the papers he wishes to use to give him so many dollars' worth of publicity. And the papers are very liberal in their treatment or so trustful a gentleman.

Public sales are expensive affairs in many ways. To bring the best prices they are held in some live-stock center, such as Chicago or Kansas City, the stock being shipped in from the farm a day or two before the sale, and often being shipped back to the same neighborhood from which it came. At the recent (June 4) sale of Shorthorn cattle at the Chicago stockyards, when George E. Ward, of Iowa, put up forty-four head of cattle and received nearly \$32,000 for them—an average of \$725 per head—about ninety per cent of the stock sold went back to the State of Iowa.

But prices usually run better at public sale than at private, especially if the sale has been well advertised, and the extra prices received more than offset the expenses of the sale. The excitement and rivalry engendered by the skillful auctioneer has something to do with it, and moreover, breeders are a fraternal lot and they help each other out by running up bids for the general good of the cause. The fancy prices, reports of which agitate the whole live-stock world, are almost always obtained at an auction sale; but they are commanded only by stock which has been well advertised.—*Agricultural Advertising, Chicago, Ill.*

The signs of the times are mostly advertising signs.

## ADVERTISING STATISTICS.

The following sentences form a pretty correct synopsis of a plan which the Agate Club of Chicago intends to carry out under its own auspices:

To prepare a record system that would include all general advertisers in existence, and as new general advertisers come into the field make a record of same, giving general character of advertising, space and mediums used, what plans for the future are, through what sources the business is placed, and all general information of value to be compiled.

To select and prepare such information, already compiled by the United States Census Bureau, as can be utilized and adapted to an advertising statistical bureau, in order to bring that and other valuable data into ready access and utility by advertisers and publishers.

To investigate lines of business that have been advertised successfully in the past and are being advertised at present, and to demonstrate that the lines of business thus advertised have reached a pre-eminence over other lines of business that have not, and are not now being advertised.

To investigate lines of business that have been advertised in the past and which have failed of success which might, in the mind of the advertiser, have warranted the continuance of the advertising.

To investigate lines of business not now being advertised and to gather data which would encourage dealers in such lines to advertise.

To select data from a sufficient number of people in different stations of life, such as laboring men, skilled mechanics, clerks, salesmen in wholesale establishments, heads of departments, professional men, merchants, people of leisure, etc., ascertaining what class of newspapers and magazines they read, also the extent to which they use advertised articles; in fact, all information that would have bearing on the subject in hand.

To collect data for the benefit of producers and manufacturers that would enable them to take advantage of native products and resources which, when properly advertised, would successfully compete with imported goods.

To ascertain with the greatest possible accuracy the specific condition, habits and requirements of the inhabitants in different sections of the country, as opening up possible markets.

To study the changing conditions as indicated by recent improved and improving markets for implements and other articles in certain sections of the South and other parts of the country.

To carefully watch the development of transportation facilities with reference to the opening of new markets and changing conditions.

To note the effect of trade combinations with particular reference to the increase or curtailment of advertising appropriations.

To compile as far as possible data

with relation to the comparative cost of selling advertised and non-advertised articles.

## REASONS FOR WRECKS.

A mail order advertiser informed me recently that he was not getting sufficient results from my publication to pay for the ad. He was running a four-inch sewing machine ad and the machine was priced at \$15.75. There was nothing startling or even clever about the ad, and he had been running the same ad for six months, without any sort of a change. Alongside of this ad was a very cleverly written, beautifully illustrated page sewing machine ad, the machine priced at \$11.75 and the advertisement re-written and appearing in an entirely new dress every month. Can any practical business man on earth give me a reason why the \$15.75 advertiser should ever receive a single reply?

Another mail order advertiser recently entered into a great tirade about mail order publications' advertising rates being too high. This man was in the watch business. I took up the last issue of my publication and counted fourteen watch ads. Isn't it a pity that out of over 100,000 things sold through the mails by a few hundred mail order advertisers over fifty should feel called to sell watches and fourteen of them should look for success along the same line in a single issue of one publication? Did it ever occur to you that if mail order advertising rates were only one-fourth what they are at the present time, there would be some one bright enough to originate an idea of his own, and the man who was selling what every one else was selling, according to the same plan others were pursuing, and at the same price others were asking, would stand no better show than now?—*Advertising, Chicago.*

## BE SURE IT FITS.

If you're usin' a proverb, be keerful  
And see that it's pat and precise;  
Don't quote "Talk is cheap" to a teller  
Who's jest paid fer lawyer's advice.  
—*Puck.*

## ILLUSTRATED ADVERTISEMENT.



"FREE COOKING SCHOOL."

## MARKETING A PROPRIETARY.

*By One Who Has Done It.*

The world at large—the great buying public—have not the remotest idea of the countless remedies, nostrums and medicines that are continually being brought out, and a marketing attempted; even the experienced advertising man's conception of the number of these falls far below the actual number; and even the wholesale and retail druggists are only able to form an approximate estimate. To obtain a correct idea of the number of proprietary remedies on the market to-day in some state of marketing requires some very careful investigation, which must be carried on with a pretty good knowledge of the peculiar trade conditions that surround such enterprises. It is probably no exaggeration to say that a "patent medicine" is born every minute, and around the threshold of the career of each its proprietor beholds visions of beautifully equipped steam yachts, palatial private cars, and lengthy sojourns and trips abroad. Such visions appear more distinctly to some than to others, influenced probably by the vividness of the imagination, but it is only to a very few that such dreams ever become a living, tangible reality.

There is always something attractive about a business where the profits are large, and in which it has been demonstrated that a fortune can be made in a short time. Therefore it is not strange to find all classes of people entering this field of speculation, led on by the conspicuous successes of a few. They never stop to consider that less than one per cent of those who engage in the business succeed.

From most any standpoint it is interesting to note the career of proprietary medicines, their rise and fall, and so on. Of course, as conditions change, so do the causes for success or failure; the methods that contributed to the success of a remedy fifty years ago would bring about its ruin to-day. The writer has given

these matters very careful study, and some of the results of these investigations should prove interesting to wide-awake druggists.

A conspicuous point of every successful proprietary remedy has been that either it was a new sort of a remedy, that it was an old remedy under a new name, that a great deal of money was expended in advertising it, or that virility and originality characterized its publicity. To put it a little differently, a "patent medicine," in order to attain popularity, must be a remedy for a disease for which nothing has before been advertised; or its name must be of a nature that carries conviction and attention with it sufficient to overcome the demand for other similar remedies; or any kind of remedy, if it possesses merit, may be advertised to success, in spite of faulty methods, if enough money is used; or character and distinctiveness in advertising will force a remedy of merit into popular favor, despite the fact that it is an old one and is not offered under a very attractive name.

It may be well, in connection with this subject, to review briefly the forces which have characterized the advertising of the more successful proprietary remedies. All have possessed a certain "go," or more precisely, there has been a certain system pursued in presenting their claims; all have embodied in their general plan a pretty correct knowledge of the peculiar trade conditions which must be met in their distribution to the public; some have attained success by making their announcement anticipate symptoms of the diseases they are represented as curing—a course which makes sales to those who are easily influenced into believing that illness is identical with some terrible and fatal malady; some induce sales by "scarry" advertising, the kind that makes the reader feel that he is on the verge of mental decay and physical ruin; others have attained popularity through conservative advertising and dignified methods appealing more especially to the educated classes, who are only convinced by cold, faultless

logic; and by far the greater number owe their success to their appeals to women—their vanity, or their depleted physical condition.

Other things which conspire to the success or failure of a proprietary remedy are its price and the mediums used for publicity purposes. To-day the tendency is toward a popular price. Now, the journey of a one dollar remedy would be very precarious, while ten or fifteen years ago a dollar was the prevailing price, and most everything was offered at that figure, and comparatively little trouble was experienced in getting it. To-day most remedies are put up in two or three sizes, and sold at as many prices. Ordinarily speaking, one size is best, because the extra cost for packages, etc., for other sizes is not warranted. Twenty-five cents seems to be about all that can be charged for a proprietary remedy to-day, although there are a few successful exceptions, and also several that have attained success that have been offered as low as ten cents—though, except in cases where the demand is likely to be exceedingly large, it would not pay to attempt to market a proprietary remedy, and depend on a profit by selling it low enough so that the retailer can make something by selling it at ten cents.

Among the available mediums are booklets, circulars and similar printed matter; billboards, the newspapers, street cars and various others of more or less doubtful value. Experience teaches that if one has only enough money to use one of the above for publicity, that the newspaper is by all odds the most certain to secure results. If enough money is at hand, the most slipshod method and the most careless copy will in time result in putting a proprietary remedy on a paying basis. But, as in other enterprises, the great secret lies in finding out exactly how much money is required to produce a given result; therefore, in advertising a "patent medicine," the great point is to determine how little money is needed to successfully advertise in a way to get results. And this is a matter for

study, and for which no rules can be laid down, so widely will the conditions vary, and so speculative is the science of advertising.

What sort of a marketing method pays best is another determining factor in the success of a proprietary remedy. Some start their advertising in a certain locality, and then send salesmen out with instructions to "load up" the druggists, which is comparatively easy with some special and attractive proposition; others put their appropriation in mediums of large circulation, and then wait for the demand to come through the consumer, the retailer and the wholesaler—and perhaps this is the better way, though it certainly is much slower and requires more money to make a start. Both these methods have been used with success by different concerns, and choice may be governed entirely by individual conditions.

Sampling is considered the most productive of results of any method, although it is of course quite expensive. Sampling should not be done in a promiscuous way at all, but every package should be placed in the hands of a prospective consumer. This kind of sampling costs most, but in the end pays best and surest.—*Spatula*.

#### IN PIANO WORLD.

The Mueller Piano & Organ Co., of Omaha, Neb., have been stimulating sales by offering free to a certain date, twenty piano lessons for the name of one prospective piano buyer who buys a piano of the firm within sixty days from receipt of name, the teacher to be chosen by the person sending in the name. This is certainly up-to-date advertising.—*Music Trade Review*.

#### ILLUSTRATED TESTIMONIAL.



"I SUFFERED VERY MUCH FROM WHAT I BELIEVE WAS THE RESULT OF CARRYING HEAVY LOADS."

**CONTRIBUTED BY A  
CRANK.**

*By D. H. Talmadge.*

I talked for a full half hour the other day with a chronic invalid—one of these chaps who are always ailing and dosing, yet who are never sufficiently sick to go to bed and have it out with a doctor—and he expressed a rather interesting opinion aenent the methods of certain of the great medicine advertisers as these methods appear to the view of a prospective victim who knows nothing of advertising technique, but who reads religiously the paid columns of the newspapers and magazines.

"I make it a point," said he, placing his hand over one of his kidneys, presumably to lull a sudden pain, "to try every remedy which seems to promise relief from the varied and distressing symptoms from which I suffer. I find an advertisement that convinces me, and I buy the nostrum, using it faithfully according to directions until I find another advertisement which sets me off in another direction. It is not an unpleasant means of diverting one's mind from the cares of business and other things. Some of the medicine advertising is extremely comforting and hope-inspiring. I never despair so long as I have a fresh batch of 'saved from the grave' and 'given up by nineteen doctors' testimonials to read every Saturday night."

"Then it is the testimonial feature that most appeals to you, is it?" I asked.

"Yes, testimonials seem for some reason to take hold of a fellow—that is, the right sort of testimonials do. But there are a number of concerns advertising medicine in this country whose testimonials, so far as I am concerned, are absolutely without value. I am not going to mention any names. I am simply going to say that when I see that Senator So-and-so, who is pictured as a big, husky chap and whose record shows him to be strong as a team of yearling steers, has given his testimony for a remedy, I make up my mind that that remedy is

not the stuff for me. The senator's opinion is not worth a pinch of salt to me. What I want is an expression from John Smith, of Podunk, who has been too delicate to run even for a town trusteeship. I do not believe that three out of ten sufferers are convinced or even attracted by this 'prominent people' idea in testimonials. Now my trouble—"

The balance of the half hour was taken up by a recountal of his aches and pains and sensations, which I omit.

\* \* \*

A recent issue of a Des Moines daily contained a half column news item regarding two smooth "grafters" who are touring the country and working a bogus diamond game on three-ball men and hotel keepers. The item is an interesting one—so interesting that I cannot but entertain a suspicion that the game also includes newspaper reporters of over-confiding natures. At any rate, it is a bang-up advertisement for a firm of heavy advertisers in Chicago. Here it is:

A traveling man at the Kirkwood this morning stated that these grafters had loaded their grips up with bogus diamonds which they are peddling out to people about the country. The stones are mounted and were procured of the Barrios Diamond Company of Chicago, and it seems that the brilliancy is about the same as a real diamond. Even, it is claimed, the government officials have been deceived by the stones.

The stones are so much like the real thing that the grafters have succeeded in pawning them at loan shops about the country and have also secured large sums from hotel proprietors on the stones, to whom they have told a tale of woe about being broke.

They purchase a three-carat stone for about \$4.50. With this stone they have realized in some instances as high as \$100, the value of the stone being about \$300, provided it was genuine. The strangest part about these stones is that they can be put to every test the genuine diamond can and will stand it. The diamond merchants about Des Moines have been notified of the coming of these sharks, and as a result are skeptical about any stone that comes in their place. A reporter for the *Capital* visited a few of the pawnshops this morning regarding the bogus stones. One of the pawnbrokers, who insisted that his name not be used, said:

"I am willing to confess that I have been duped by the Barrios diamond. A man came in here last week and wanted a loan on his stone. I looked it over and it looked good to me. In fact, I

have been handling diamonds for twenty years and I actually hit on that bum stone. It was just as brilliant as any diamond I ever held in my hands and I gave it the usual test. It proved all right. One day while examining the stone I found the word "Barrios" on the inside of the ring. I had been reading the Chicago papers and knew in an instant that I had been duped. I have said nothing and do not want anything said about it, for I am sore to think that after my twenty years' experience I should be duped in such a manner."

#### PUBLICITY BY PROXY.

A few of the best plans we can think of, or ever heard of, to get others to advertise your business for you are given in brief.

About the "smartest" thing is for a grocer to furnish the liquor dealers who ship out of town with large address tags on which an ad appears. The liquor men will be glad to use the tags, as they are generally anxious to conceal the contents of their packages.

The pay envelope furnished free to manufacturers with an ad on has been considered rather unwise on account of its "freshness," but to make them worth something a line should be printed across the top reading: "This envelope is worth 25 cents and will be redeemed on any purchase of \$5 at . . ."

Florists or cafe proprietors ought to make it pay furnishing playhouses with small envelopes with an ad on their face for inclosing reserved seat tickets in when sold in advance.

A little thing costing but a trifle more than handbills would be to furnish venders of peanuts and popcorn

in one's vicinity with small paper bags with the ad on, and a catch-cut should be used with the wording.

Millers could supply retail grocers with counter slips containing ads of their flour, and to make them of some value to the customer different receipts for "raising the dough" or for making the "butter fly" with hot biscuit, ought to be printed on the reverse side.

Call cards to place in the window when ice is wanted could be used to advantage by most any dealer, especially a firm selling refrigerators. The ad could go into details and the icemen would be glad to distribute the cards over their routes.

Business men pay large sums for leasing ground, erecting and lettering bulletin-boards outside of town, when for a fraction of the cost they could hire the two sides of any of the numerous covered express wagons that are constantly on the streets and paint them with attractive signs which would be seen by hundreds of people where one person would see the bulletins.

A good scheme for a china-ware dealer who loans dishes to fairs and festivals would be to advertise that he furnished ice cream saucers free, and have his name and number burnished in the bottom of the plates, so that as the cream disappeared his ad could be read.

DEAN BOWMAN.

#### NOT PART OF DEMONSTRATION.

To young men and women who "demonstrate" belts, collar buttons, inhalers and other things in shop windows: Don't chew gum. You have no idea how the practice detracts from the dignity of your performance.—*National Advertiser*.

## DR. WRIGHT'S NEW HYGIENIC SYRINGE.



Four Rapid Flow Screw Pipes. Two Long Flexible Rubber Colon Tubes. Extra Heavy  $\frac{1}{4}$  inch Tubes.

The benefits and great importance of properly bathing the colon is now fully recognized, and it has led to a large and increasing demand for syringes made for this purpose. The appliances in general use have one very serious fault, the water is discharged into the lower part of the rectum, which distends and thus produces an irritation which often proves very injurious, causing and aggravating piles and other rectal troubles. It is also a fact that the water is not retained long enough for continuing the use of enemas indefinitely. To overcome this the new syringe is being introduced and used.

Dr. Wright's syringe consists of a strong, well made, four quart rubber bag or reservoir with the usual screw and rubber tube infants, rectal, vaginal and irrigation tubes, two long, and numberless short tubes, the use of which is easily explained part the reservoir and into the sigmoid flexure, and by the use of the longest tube may be carried up to the transverse colon. The water is then discharged whenever needed and the cleansing should much more perfectly than it can be in any other way. The water and outliers are easily removed, securing a rapid discharge of the water, which is a great time saver in the case of the hair that usually takes, is a very great advantage over other syringes. This new syringe will prove a most important help in the taking of "Internal baths." The "New Method" treatment as recommended by Dr. Forestier others, will prove curative in many cases when other methods fail.

Dr. Wright's syringe complete, with manual containing full directions for use, carefully packed in a fine polished wooden case, will be sent prepaid to any address on receipt of price, \$5.00, with a copy of Dr. Forestier's great work, "The New Method," best work on Health and Disease published (Price, \$1.00) or \$1.00.

Address THE HEALTH-CULTURE CO.,  
481 Fifth Avenue, New York.

THIS advertisement illustrates a certain way of impressing the popular mind. Reading it, we are almost convinced that buying another syringe involves going into danger, without at all receiving

the service a syringe is supposed to render. A number of such advertisements is likely enough to leave the conclusion that only by the particular article advertised can the object in view be attained.

## WHAT SOME PUBLISHERS ASSERT.

*"I said in my haste all men are liars." — Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is what can be said in its favor. What he does say, however, ought to be true—absolutely.

### ALABAMA.

Birmingham (Ala.) *Ledger* (1).—The *Daily Ledger* is the leading paper of Birmingham, the most prosperous city of the South. The position was won and is held by the publication of a superior newspaper and by the development of the field it occupies. The growth of the paper, year by year, has been so marked as to call forth the highest praise from those who have watched its career, and the stress laid upon this by advertisers is significant. Upon the testimony of its advertisers, who annually spend thousands of dollars for space in its columns, the management of the *Daily Ledger* is satisfied to rest its case.

### COLORADO.

Denver (Colo.) *Rocky Mountain News* (1).—The *Rocky Mountain News* printed, during January, February and March, 1901, 4,308 columns of advertising—765 columns more than the Denver *Republican*, the second best Denver paper. If from the totals of each paper the legal advertising be deducted—and this is fair, since the placing of legal advertising is often influenced by other than business reasons—the difference in favor of the *News* is 969 columns, an average of 10.7 columns per day. For the Month of March, just ended, the *News* printed 1,615 columns of advertising—298 columns more than the *Republican*. If the legal advertising is eliminated from the count, the difference in favor of the *News* is 351 columns, or an average for the thirty-one days of 11.7 columns per day. The most careful advertisers at home and abroad always make an appropriation for space in the *Rocky Mountain News*.

### CONNECTICUT.

Bridgeport (Conn.) *Farmer* (1).—The largest circulation and best medium for advertisers in Western Connecticut.

### DISTRICT OF COLUMBIA.

Washington (D. C.) *American Inventor* (2).—The recognized medium between capital and industry. The best all round scientific journal published. Illustrated, up-to-date technical articles from clever, able pens in every issue. All the latest scientific news. Reaches

### EXPLANATION.

- (1) From printed matter emanating from the offices of the paper and used in connection with its correspondence.
- (2) Extract from a letter or postal card.
- (3) Extract from the columns of the paper appearing either as advertising or reading matter.
- (4) By word of mouth by a representative of the paper.

all classes of people, goes to all government officials. Its value as an advertising medium is greater than others, because it reaches the manufacturer, the capitalist, the promoter, the contractor, the inventor. The people who have money to spend—the people who spend it.

Washington (D. C.) *Evening Star* (1).—No other city in the country can be so completely covered by one newspaper as is Washington by the *Evening Star*. It completely covers its field.

### ILLINOIS.

Chicago (Ill.) *Breeder's Gazette* (1).—Is distinctly the business farmer's paper. It contains no trashy stories, no "funny pages." It is a \$2 weekly and its clientele represents the very best elements in American agriculture. Its average circulation during 1900 was 41,311—and that means bona fide actual subscriptions, as the *Gazette* is not circulated gratuitously.

Chicago (Ill.) *Farmers' Review* (1).—Has the largest paid circulation in Illinois of any agricultural paper. It reaches a better class of farmers than any other paper, because it is a better paper. Be sure it is on your list.

Danville (Ill.) *Commercial* (1).—Is the only evening paper in a city of 23,000 and reaches 3,500 homes daily. It is strictly a home paper run on 1901 ideas, and is read by exactly the class of people most advertisers desire to reach. It has a strong prestige.

Peoria (Ill.) *Star* (1).—The biggest and best daily newspaper in Illinois outside of Chicago. Average circulation for 1900 was 15,800—present circulation over 17,300—more than all the other daily papers in Peoria combined. The *Star's* circulation is guaranteed by the Advertiser's Guarantee Association and the American Newspaper Directory. Present rates,  $2\frac{1}{2}$  cents per line flat. Get in while the rates are so low—they will be increased next year.

Quincy (Ill.) *Reliable Poultry Journal* (1).—Although devoted exclusively to poultry, it has grown from a modest beginning, seven years ago, to be a larger paper, costing more to produce and is read by a larger number of people than any horse, cattle, sheep, swine paper, or any combined live stock paper in this country.

Sterling (Ill.) *Gazette* (3).—Does more to stimulate the growth and prosperity of Sterling and Rock Falls and to advertise the two cities than all the other local papers combined. The *Gazette* not only keeps the people stirred up locally as to matters of progress, but by making mention of items of local

manufacturing, municipal, canal and other development causes the two cities to be advertised all over the world, as every important item of this nature published in the *Gazette* is immediately reproduced in numerous trade journals of wide circulation.

## INDIANA.

Huntington (Ind.) *Farmers' Guide* (1).—Reaches the most intelligent farmers of the State, because it is the most progressive paper in the State. Moreover, it proves its circulation; advertisers get all they pay for.

Indianapolis (Ind.) *Indiana Farmer* (1).—Is the only medium to sell poultry and eggs. Try an advertisement in its columns and be convinced.

Indianapolis (Ind.) *News* (1).—Indianapolis and Indiana covered by one paper, the *Indianapolis News*. The daily average circulation, 54,059.

## IOWA.

Decorah (Iowa) *Posten* (1).—It reaches the Norwegian farmer of the great Northwest, and has a larger circulation than any other Norwegian newspaper published.

Des Moines (Iowa) *Farmers' Tribune* (1).—Reaches 30,000 bona fide subscribers every week, in the most prosperous agricultural section in the world. It is a good, lively paper, and its rates are low. That's why advertisers get such good results and why they agree that the *Farmers' Tribune* is the best paper in the best State.

Des Moines (Iowa) *Poultry Farmer* (1).—Actually has and guarantees 60,000 circulation. Its territory includes all that Uncle Sam governs, and the extent of its influence is as wide as our Uncle's mantle of sovereignty. Its readers are up-to-date farmers everywhere, who understand the value of good blood in the poultry yard, and of modern appliances in care and management, and also of all wide-awake fanciers who are able to appreciate the advantages of a paper with such a constituency.

## KANSAS.

Pleasanton (Kas.) *Observer* (2).—The *Observer* is no ordinary country printshop. Non-residents and traveling men who visit the office say it is one of the best in the State. The circulation is more than double that of the average country weekly.

## MASSACHUSETTS.

Lowell (Mass.) *Telegram* (1).—The *Telegram* carries more home advertising than any two other Lowell papers combined. It is the only Sunday paper in Middlesex County, and covers all the towns as well as this city. Advertising rates low. Circulation May 19, 10,200.

## MICHIGAN.

Detroit (Mich.) *Journal* (1).—The only metropolitan Republican newspaper in a great Republican State.

Detroit (Mich.) *News and Tribune* (1).—The Detroit *News* (evening) and *Tribune* (morning) (combined—all advertising appears in both papers) cover Michigan thoroughly. Average circulation over 75,000 daily, by far in excess of all other Detroit papers combined.

Grand Rapids (Mich.) *Michigan Tradesman* (3.).—Subscription receipts of the *Michigan Tradesman* during the month of May were \$714, being the

largest of any May in the history of the publication. Nine-tenths of this amount came in voluntarily by mail. The *Tradesman* candidly believes that no other trade journal in the mercantile line can duplicate this showing or come anywhere near it.

## MINNESOTA.

Minneapolis (Minn.) *Farm, Stock and Home* (1).—Shows a greater increase in advertising patronage over last year than any other farm journal in the Northwest. Advertisers are beginning to appreciate its efforts in behalf of clean advertising, and are giving it preference over mediums whose columns are open to every fakir with the price. They are not doing it from sentiment, either, but because *Farm, Stock and Home* is the best business bringer.

Minneapolis (Minn.) *Journal* (1).—The Minneapolis *Journal* during the year of 1900 ran more paid advertising than any other paper in the Northwest. Advertisers prove circulation.

Minneapolis (Minn.) *Northwestern Agriculturist* (1).—The *Northwestern Agriculturist* was established in 1884, but up to 1896 its greatest circulation claim was 9,000. Since 1896 it has jumped forward to over 56,000, and it is still a-jumpin'. Some of the "old conservative" firms down in Sleepy Hollow do not use the *Northwestern Agriculturist* yet as fully as they should for their own interests, in spite of its progress, its prominence and its absolute guarantee of 56,000 minimum circulation semi-monthly; 60,000 average. But the wide-awakes do use it, and their number is growing rapidly.

St. Paul (Minn.) *Farmer* (1).—Circulates among the prosperous, progressive farmers in the Northwest. No paper reaches a finer constituency; no paper gives advertisers better results at so low a cost.

## MISSOURI.

Kansas City (Mo.) *Journal* (1).—The rapid progress of the Kansas City *Journal* the past four years is certainly phenomenal in newspaper history. In a city the size of Kansas City to increase in four years from a circulation of between 17,000 and 18,000 to 50,000 daily and Sunday; and from a weekly circulation of about 20,000 to 120,000 must certainly appeal to all newspaper men and advertisers as little short of marvelous. The *Journal* has no apologies to make for this rapid growth—it has been steady, consistent, natural, from day to day, month to month, year to year—it followed in the wake of a good newspaper, fast mail trains and up-to-date newspaper methods. That a city of 165,000 with a rich surrounding territory must have a great morning newspaper was inevitable; the *Journal* simply took advantage of its opportunity. The *Journal* now has the largest circulation of any morning newspaper between St. Louis and Chicago and San Francisco.

St. Louis (Mo.) *Dispatch* (3.).—The American Newspaper Directory, Geo. P. Rowell & Co., New York, issued a list of papers, one from each State, selected by them upon investigation, as the largest circulated paper in the State. The St. Louis *Post-Dispatch*, as every-

boddy knows, has post of honor in the State of Missouri. George P. Rowell & Co. might have truthfully added, the largest in any State between the Mississippi River and Pacific Ocean.

## NEBRASKA.

Lincoln (Neb.) *Western Poultry News* (1).—Ten thousand guaranteed circulation. People in this territory have plenty of money and let go of it easy.

## NEW JERSEY.

Washington (N. J.) *Star* (1).—Sworn average weekly circulation 3,326, for six months to January 1, 1900. Unquestionably the foremost weekly in New Jersey.

## NEW YORK.

New York (N. Y.) *Home Cheer* (2).—If you have an advertisement that will pay anywhere put it in *Home Cheer* and make money. We pay particular attention to small advertisements—arrange them according to size, put them next reading matter, and charge you exactly the same price we do the big advertiser. A good paper, honest circulation and the right price will bring paying results at any time of year. *Home Cheer* gives you over 100,000 proved circulation for 30 cents a line. It will bring profitable returns in the dull season.

New York (N. Y.) *Journal* (3).—The circulation of the Sunday *Journal* is greater than the combined circulation of the *World*, *Tribune*, *Press* and *Times*.

New York (N. Y.) *Menorah Monthly* (3).—The *Menorah Monthly* will hereafter be the official organ of the Jewish Chautauqua, as well as of the Independent Order B'nai B'rith.

New York (N. Y.) *Metropolitan and Rural Home* (1).—Has a positive, guaranteed circulation of 500,000 every issue. It's a bright, readable paper which interests every member of the family. It brings advertisers traceable names and lots of them. And best of all its rates are the lowest of any agricultural paper in the world. Can you afford to overlook such a proposition? Investigate it.

New York (N. Y.) *News-Letter* (1).—Is the only paper published in the interests of that progressive and prosperous section of New York City known as "The West End." No shrewd advertiser who desires to appeal to a high-class constituency can afford to omit it from his list.

New York (N. Y.) *Times* (3).—The New York *Times*, not a great while ago, adopted as its motto, "All the news that's fit to print," reduced its price to one cent, abolished its illustrated supplement on Sunday, and since then has furnished the public the news and the comment upon it in an unsensational and self-respecting manner. The *Times* has made steady and rapid progress in acquiring a large circulation and a valuable advertising patronage along these lines. The fact is not only most encouraging in itself, but it also warrants the hope that so excellent and profitable an example may before long be widely imitated.

Rochester (N. Y.) *Green's Fruit Grower* has already passed the 75,000 mark and is now making plans for ag-

gressive work so that within six months it ought to reach the 100,000 goal. "It does grow." July issue will be 80,000 copies.

Schenectady (N. Y.) *Daily Union* (3).—Simply to demonstrate in figures how the *Union*'s popularity as an advertising medium stands at the head of the list in this city, the following statement is of interest: During the months of February, March, April and May, the *Union* carried 641 columns of paid business advertising more than any other local paper. The figures for each month which show how this popularity of the *Union* among advertisers is increasing right along, are as follows: February, 137½; March, 157; April, 171; May, 175½.

South Byron (N. Y.) *Hints* (1).—Is of value to advertisers because its subscribers are intelligent, refined and well-to-do people. Because it is read and studied from cover to cover. Because it is preserved on account of its value. The various entertainments published during a year if bought separately would cost over \$10.00. Because its circulation of 5,000 is greatly enhanced in value as each subscriber represents a society that uses the paper in arranging its entertainments. Because it is the only magazine devoted exclusively to Entertainments, Socials, Fairs and Plans of Raising Money for Church, Club, School and Charitable Organizations. Because it is a Bureau of Information to its subscribers.

Yonkers (N. Y.) *Herald* (3).—What the people want is news. This the *Herald* supplies to them. It gives them all the Yonkers news and its advertising columns give the news of the stores. The *Herald* is, in fact, not only a newspaper, but a newsy paper, and it spares neither trouble nor expense to give the people of Yonkers every item of Yonkers history that each day produces.

## NORTH CAROLINA.

Wilmington (N. C.) *Morning Star* (1).—Oldest daily newspaper in North Carolina. Guaranteed bona fide, everyday circulation larger than that of any other daily newspaper in Wilmington.

## OHIO.

Cincinnati (O.) *Billboard* (3).—There is only one paper in the United States which covers the distinctive field of open air amusements, the *Billboard*. It is the source of information to circus managers, performers and attaches to whom it comes each week like a letter from home; to the great fraternity of billposters, distributors and samplers it is a mine of information; to the Uncle Tom showman, the vaudeville artist, the medicine show performer, and to the rough rider, the cavalry man, the cowboy, and to every other member of the Wild West it is an inspiration. Street fair promoters and carnival directors, State and county fair secretaries all read it. You find it on all up-to-date news stands. Horsemen and all classes of those who appreciate fine animals, racing men and horse fanciers, all find in the *Billboard* a paper filled with interest.

Dayton (O.) *Daily News* (1).—The *Daily News* is the family paper in Dayton, a city of 100,000 population, and

the trading center of a district tapped in every direction by traction or steam roads and containing 250,000 people. The sworn daily average circulation exceeds 16,000, and more than the combined "claimed" paid circulations of any two daily papers published in Dayton.

*Sandusky (O.) Star* (1).—Is a bright, newsy, readable home newspaper. It has a circulation of 2,725 every working day. These people are the home owners, the people who read advertising, and who buy what they see advertised, and who buy for themselves, and for their houses and for their families. They are the bone and sinew of Erie County, the very people that you want to reach. You can reach these people through the *Sandusky Star* for less money than you can through any other paper or papers in Erie County.

#### PENNSYLVANIA.

*Philadelphia (Pa.) Farm Journal* (1).—It's a fact that dollar for dollar it carries more poultry advertising than most of the big, exclusively poultry papers. Doesn't that mean something?

*Philadelphia (Pa.) Practical Farmer* (1).—It prints more matter of practical value to farmers than any other agricultural paper in the country, because every department in it is edited by a practical man, in close touch with the actual conditions on the farm.

*Philadelphia (Pa.) Times* (3).—*Philadelphia Times* has drawn a line that it never allows to be passed. It refuses to insert, at any price, though they are repeatedly offered, all advertisements of "diseases of men," "female remedies," "guaranteed cures" and such like indecencies, and of massage, clairvoyance and other cloaks for vice. It equally refuses advertisements which promise something for nothing, that guarantee big dividends or otherwise lure the reader to questionable investments. And it absolutely rejects all objectionable displays and the huge illustrations in advertisements that are offensive to good taste and to common decency.

#### SOUTH DAKOTA.

*Sioux Falls (S. D.) Argus-Leader* (1).—Is without rival in one of the richest advertising fields in the United States. Is the largest and most widely read paper in South Dakota and is the avenue for reaching big business. South Dakota is to-day the most prosperous State in the Union.

#### TENNESSEE.

*Knoxville (Tenn.) Journal-Tribune* (1).—Knoxville is the third city in Tennessee according to the census of 1900. Memphis first, Nashville second, Knoxville third, Chattanooga fourth. The *Journal-Tribune* is the first paper in Knoxville. The only morning and Sunday paper in Knoxville. The only two-cent daily in the State (all others five cents). The only Republican daily in the South. Covers East Tennessee, Western North Carolina, Northern Georgia and Southwestern Virginia. Largest circulation guaranteed.

#### VIRGINIA.

*Norfolk (Va.) Virginian Pilot* (2).—The *Virginian Pilot* is the only prominent morning daily in the State that sends regularly to the American News-

paper Directory a detailed sworn statement in accordance with requirements.

#### WISCONSIN.

*Milwaukee (Wis.) Evening Wisconsin* (3).—A comparative statement by months of the advertising carried by the *Evening Wisconsin* shows a net gain of 1,268 columns for the year 1900 over 1899. The ratio of increase for the first ten weeks of 1901 is even greater than the increase of 1900 over 1899. This increase of ten weeks amounts to 228 columns over the business carried during the first ten weeks of last year—an increase quite commensurate with the general prosperity of the Northwest. The *Evening Wisconsin* does not print these figures so much in a spirit of boastfulness as to prove by a most sensitive barometer the hopeful promises of its prophecy that the first year's business of the twentieth century will surpass that of the last year of the nineteenth century. Whatever of the years to follow the first year we leave to the skill, industry and enterprise of the American people.

*Oshkosh (Wis.) Times* (1).—It's a rich country that is covered by the *Oshkosh Times*; 7,500 papers sent to actual subscribers in Northern Wisconsin and Michigan.

#### ONTARIO (CAN.).

*Peterboro (Ont.) Morning Times* (1).—Has the largest circulation of any daily in Ontario, outside of three of the chief cities. It is the only morning daily between Toronto and Ottawa, and covers all Eastern Ontario. Daily and weekly editions.

*Toronto (Ont.) Ladies' Magazine* (1).—Is a companion, entertainer and guide every step of the way; it is the one high-class magazine in Canada of interest to every member of the family; it has everything to tempt subscribers and advertisers; it is backed by all the resources of capital, experience, brains and energy that have achieved such notable success; the circulation is large, and the rates are lower than they should be.

*Woodstock (Ont.) Sentinel-Review* (1).—The daily *Sentinel-Review* has five times the circulation of any other daily medium in the county. The weekly *Sentinel-Review* has three times the circulation of any other weekly published in the Oxford district. Except through the *Sentinel-Review* you cannot reach more than one-fourth of the people of Woodstock and Oxford.

#### QUEBEC (CAN.).

*Montreal (Que.) Star* (1).—For twenty-six years the *Star* has published, daily, the figures of its circulation. This gives advertisers the knowledge they want. It is customary for papers of small circulation to refer to circulation in generalities, without giving figures. The *Star* gives its issue in plain figures. The circulation of the daily *Star*, in 1896, was 45,595. To-day it is 56,721, being an increase of twenty per cent; in 1891, was 31,787—to-day it is 56,721, being an increase of 78 per cent; in 1885, was 24,778—to-day it is 56,721, being an increase of 128 per cent. Intelligent advertisers demand the figures of the circulation of the paper in which they advertise, and they have a right to know. The circulation of the *Daily Star* is 40,000 a day more than that of any other English paper published in Montreal. The circulation of the *Daily Star* is 25,000 more than the combined circulation of all the other English daily papers published in Montreal. Any advertiser has a right to question these statements.

## WINDOW DRESSING.

Front windows constitute a very important part of store equipment. Dressing them as attractively as possible and frequently changing their contents



BY A TAXIDERMIST.

gives an advertisement that, excepting a few minor details, costs nothing but labor.

The man who dresses windows should not only have a knowledge of the goods to be displayed, but in addition should be possessed of some mechanical skill, verily a jack of all trades. If he has an understanding and appreciation of art so much the better. He could then more readily conceive and execute artistic and effective color schemes. The true window dresser is a true artist, though his work is often marred and made laughable by misplaced price-marks.

In a walk through the shopping district and then through the side streets of New York one can see all the degrees of window dressing—the dry goods window with its air of dainty refinement, the glaringly cheap window of the mark-down merchant with its melancholy, grating contrasts, and from that to the grave, gay, curious, fantastic and freaky windows that serve to illustrate the character of the different stores and oftentimes in a feeble way their contents.

But down in certain sections one may see the strangest appearing windows to be found anywhere. The spectacular and sometimes weird effects pro-

duce by the itinerant window dresser are enough to attract the attention of a grawn image. Some of the windows are absolutely startling.

For beauty and quiet elegance the

appearance of the Wanamaker windows is without a peer. Here may be seen the latest and best of fashion's creations. Few, indeed, are the women who can gaze on this entrancing show of dainty finery, probably a clustering of shimmering silken lingerie, or perhaps just a fluffy parasol, and then retreat without a rapturous swell of desire, or leave their praises long unsung.

Probably the windows which appeal to men most are those of Rogers, Peet & Co. One never sees an indiscriminate mass of everything in general and nothing in particular in these windows. There is never a haphazard confusion of articles resulting in a desire for none. On the contrary, there is always a striking singularity of purpose in the exhibits and there is a tempter hidden in the goods. It may be the appearance, quality or price, perhaps all combined, but there is something that lures the looker to the counter inside and changes admirer into buyer.

To those interested a careful inspection of the many clever and unique windows in the city of New York will afford a profitable and interesting study. That many merchants think so is prov-



A JAPANESE WINDOW.

en by the fact that quite a number of them send their window dressers to this city regularly to see the work of their contemporaries.

WILLIAM HARCOURT.

## SMELLING HIS OATS.

That is a very different thing from "feeling his oats"; it is the difference between "having" and "hoping to have." More than one well-planned and well-conducted advertising campaign has come to naught in the same way that many a horse has fallen in his eagerness to run as soon as he smelled his goal—namely, home and oats.

When the orders begin to roll in, and success is within measurable distance, more than one advertiser has felt inclined to take the reins from his advertising agent and spend twice as much money in a given time as originally planned, hoping thereby to reach the goal of success so much the sooner.

Horses are not the only animals that fall and break their knees.—*Our Wedge.*



A PAWN SHOP.

duced by the itinerant window dresser are enough to attract the attention of a grawn image. Some of the windows are absolutely startling.

READERS give attention to newspaper advertisements to which attention has been given.

**A MARK TWAIN SUGGESTION.**

\* There is a point at which advertising is greatly helped by matter that lingers it, just as a good dinner is better for the salads and pastry. As a rule the newspaper ad is short enough to carry off its facts unaided, but in such long ads as booklets or catalogues nothing is lost by printing Mark Twain and Artemas Ward proverbs at the head and foot of each page—or something in that line.

**TWO ESSENTIALS.**

Ads that are successful in catching the eye are sometimes lacking in the qualities that catch the brain.

**ARRANGED BY STATES.**

*Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 2-line initial letter. Must be handed in one week in advance.*

**ALABAMA.**

**THE EAGLE**, semi-monthly 4 pages. Send for rates. A. R. DAVISON, pub., Kempville, Ala.

**PRACTICAL WEATHER.** Published once a month. Publishes Dunne's famous Forecasts of the Weather, the most accurate and reliable long range forecasts ever appearing in print, based on terrestrial meteorological data, and on sound scientific principles as those of our National Weather Bureau's. It also publishes interesting articles on the philosophy of the weather.

**PRACTICAL WEATHER** circulates in every State, also Canada and Mexico and our new possessions. It also goes to India, Australia, and nearly all the countries in Europe. It has some of the best intelligence of the world among its subscribers, representing almost every profession, trade and calling. It is truly cosmopolitan and an A 1 advertising medium for this and foreign countries. Rates for advertising furnished on application. Address **PRACTICAL WEATHER PUBLISHING CO.**, Montgomery, Ala.

**ILLINOIS.**

**THE JOURNAL OF THE SCIENCE OF OSTEOPATHY.** DR. J. M. LITTLEJOHN, President Am. College of Osteopathic Medicine and Surgery, editor. 1 W. Green Ave., Chicago, Ill.

**INDIANA.**

**THE FREEMAN** is read by over 80,000 negroes each week. Its circulation is national and is an excellent mail order medium. It is supreme in this field. GEO. L. KNOX, Pub., Indianapolis.

**MAINE.**

**F. A. STUART**, of Marshall, Mich., says: "In six years I worked up a business from nothing to nearly a million a year, using daily papers exclusively. Weeklies are too slow for me." In Rockland, Me., the STAR is the only daily.

**MICHIGAN.**

**THE ECHO**, Harrisville, covers Northeastern Michigan.

**MINNESOTA.**

**SVENSKA AMERIKANSKA POSTEN**, Minneapolis, Minn., is the largest in size and circulation of any Scandinavian paper published in the U. S. Average circulation per issue for 1900, 42,282. It has a larger circulation than any other weekly paper published in Minnesota by at least 12,000 copies each issue. It is the advertising medium par excellence of the Northwest, a fact which leading general advertisers willingly concede. Sample copies, rates, etc., furnished on application. SWAN J. TURNBLAD, Publisher, Minneapolis, Minn.

**MISSISSIPPI.**

**THE SOUTH** is booming as never before in its history. Why not ride in on the crest of the waves? You can't enter Mississippi territory successfully (the most prosperous section) without an ad in **THE HERALD**, Water Valley, Miss. All home print, largest circulation and stands first in the confidence of the people.

**WISCONSIN.**

**DODGE COUNTY FARMER**, Beaver Dam, Wis. Stock raising and farming. Circ'n 1900, 1,416.

**CANADA.**

**CANADIAN ADVERTISING** is best done by **THE C. E. DESBARATS ADVERTISING AGENCY**, Montreal.

**CLASS PAPERS.****BAKERS.**

**2,500 BAKERS** every mo. read **BAKERS' REVIEW**. If you have anything to sell that they use, the proposition is self-evident. Page \$20, half page \$16 per issue. Park Row Bldg., N. Y.

**ADVERTISING.**

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates: classified 25 cents a line each time, display 50 cents a line; 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**"WHAT HAPPENED TO WIGGLESWORTH,"**

book of humorous sketches, just published by Dickerman & Son, Boston, is by W. O. Fuller, editor of Rockland (Me.) Courier-Gazette. Will be on sale everywhere, read by everybody.

**\$2,000,000**

will be spent in public improvements in Troy this summer. The thousands of men who will be employed on this work read the official paper of the city administration. This paper is

**THE SUNDAY NEWS,**

Troy, N. Y.

**PRINTERS' INK**, a journal for advertising. The representative paper of its class. Subscription \$5 a year in advance.

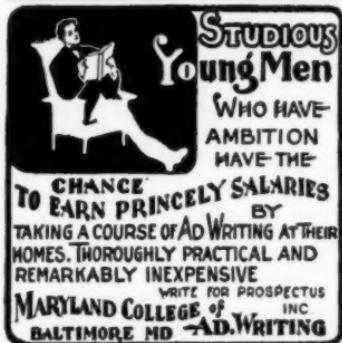
We await your inquiries

Established 1853. *Gordon & Gotch*, 15 St. Bride St., LONDON.

British Advertisers' Agents.

### The Frost (Minn.) Record

is a country weekly that is held in high esteem by its readers, who are a thrifty and prosperous class of people. It is a good advertising medium to reach the country population who are settled in this part of the United States noted for its famous wheat fields.



# Hotel Majestic

CHICAGO

## Open for Business

Strictly Modern and First Class.  
Seventeen Stories High.

Cafe in the Palm Garden on the  
Seventeenth Floor.

JAS. A. GLODREY,  
MANAGER.

## THE "FARM JOURNAL" AND ITS WAYS.

Does it pay a journal to censor advertisements rigidly? and is it practicable to guarantee advertisements?

Some light is thrown on these interesting questions by the following letters to the *Farm Journal*, of Philadelphia, which is one of the few papers making it a regular practice to make good to subscribers any loss they suffer through dishonest advertisers in its columns. (Such ads are very scarce there, as might be expected, for after an experience of over twenty years in throwing out "fake ads," the publishers have naturally come to be experts in that line.) The *Farm Journal* also excludes medical advertisements.

Whether or not this system and the results which advertisers get are cause and effect, such letters as those below show that the *Farm Journal* has a most singular pulling power.

The R. E. Dietz Company, makers of driving lamps and oil-stoves, say:

We are now figuring on our list of agricultural papers for the coming year. You can depend upon it that the "Farm Journal" will be on that list. We might leave out some of the papers, but not the "Farm Journal." We are continually reminded by the answers we receive that our advertisement is in that paper, hearing from it oftener than from any other paper in which our advertisement appears.

The Nevership Manufacturing Co., who make horse-shoeing specialties, say:

Our advertisement in the "Farm Journal" has been more than satisfactory. We have received ten replies through this paper to one of any of the other publications which we have used.

The New I. D. Seat Co., makers of carriage seats, say:

Of the five advertising mediums we selected last month, the sales from the "Farm Journal" outnumbered the total of the other four. We might state that among the four were several of the leading magazines.

We were very sorry when notified that the space was all taken for this month, and have notified our agent to secure space in next issue.

The *Farm Journal's* detailed list of subscriptions foots up 480,673. Its summer rate is \$2.00 a line.

## THE MAIL ORDER MEDIA.

There is no class of publishers that endeavors to satisfy the needs of the advertiser as the publishers of the mail order mediums, for they have to show the advertiser a profit each month, or they will lose his business.

—Advertising, Chicago.

**THE ORTON COMPANY**  
OF  
**SOUTH BEND, INDIANA,**

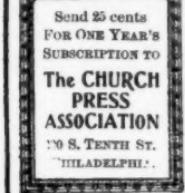
Can design and place your advertising; write, compile and print your catalogue; do your printing, lithographing, etc., as well and at as low prices as any concern on earth. Send in a trial order. Write for prices.

**THE ORTON COMPANY**

**THE CHURCH PRESS ASSOCIATION**

LIST OF THIRTY

Church  
Magazines



are edited by brainy  
pastors for live  
Churches of different  
denominations  
everywhere. Filled  
with pure, interesting  
reading matter  
for the home. Ex-  
cellent, economical  
publishing plan for  
Churches, and a  
good advertising  
medium.

SEND FOR A SAMPLE COPY OF

# **THE ADVISOR**

the great monthly magazine devoted to the interests of  
advertisers.

**PHILLIPS & CO.,**

ADVERTISERS ALL OVER THE WORLD,  
1133 BROADWAY, NEW YORK.

# **Youngstown, Ohio, Vindicator**

DAILY:

**10,000**

SUNDAY:

**10,000**

WEEKLY:

**9,600**

LEADING DAILY IN NORTHEASTERN OHIO.

*For Rates Address*

**LaCOSTE and MAXWELL, 38 Park Row, N. Y.**

Tel., 3293 Cortland.

SPECIAL NEWSPAPER REPRESENTATIVES.

# **The Patriot**

**HARRISBURG, PA.,**

is a paper that goes into the homes. It does not acquire a large circulation through street sales. Thousands of its subscribers do not take any other newspapers. Do you realize their purchasing power? Do you want their patronage?

*Sworn Average Circulation for May, 1901.*

# St. Paul Daily Globe

18,732

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and disposition made of same.

WILLIAMS & LAWRENCE, 87 Washington Street, Chicago, Western Representatives.  
CHARLES H. EDDY, 10 Spruce Street, New York, Eastern Representative.

# Publishers

I will buy the sole right of advertising space in good proposition, or will represent a publication without any direct cost to them. I have a thoroughly equipped Special Advertising Agency, with branch houses, and competent staff of solicitors. Reference, any agency.

L. NATIONAL CRAKOW  
338 Broadway, New York City.

8076  
To the actual average daily Circula-  
tion of The Springfield, Ill.  
**PRESS-  
REPUBLIC**  
SWORN AND PROVED.  
GUARANTEED BY THE  
**CITIZENS'  
BANK**

Advertiser Diogenes  
Discovers  
An Honest  
Circulation Statement

## A City in a Garden

The city teeming with an active, prosperous population of two million souls; the garden covering an expanse of millions of acres of the most fertile land on earth, yielding to its energetic tillers the means to furnish themselves and families the necessities and luxuries of life. The City—Chicago; the Garden—the great Northwest, especially Illinois, Iowa, Wisconsin, Northern Indiana and Southern Michigan.

### THE Chicago Chronicle

circulates largely in this magnificent territory containing hundreds of thousands of thoughtful, intelligent people who are opposed to the Republican party. This great newspaper is their principal source of information. The advertiser who desires to talk to this large constituency can do no wiser thing than to use "The Chronicle."

H. W. SEYMOUR, Publisher,

164-166 Washington Street.

New York Office, 79-80 Tribune Building.

## Street Car Advertising.

Street car advertisements represent one thing above all others—persistency. There is nothing startlingly unique about any of them that could not be equaled by something just as good. They would never have become the absolute power that they are but for the persistency of the firm or goods advertised in keeping them constantly before the public.

There may be other articles just as good as those advertised in the street cars, but the public know the article advertised in the street cars to be good by having been told of the fact in an effective way morning, noon and night.

Keeping everlastingly at it is one thing, and keeping everlastingly at it in an effective way is another thing. The effective way is by using the street cars.

Those advertisers who have used the latter method, by making themselves persistent in their advertising, are the makers of articles which the public have come to demand as being peculiarly desirable and valuable.

Continuous forcing under the eyes of the people of some particular or striking feature of the article soon convinces them of its worthiness and induces them to test the accuracy of the statements made.

There is no question but that the street cars afford the best way of doing this. In street car advertising color has become an invaluable factor. Nowhere else may the same effects be obtained. On an ordinary street car card color affords an opportunity for attractive, effective display that cannot be obtained by any other method of handling the same amount of space.

The same article that is advertised in the street cars if advertised in a multitude of other ways would require a much longer period to make its hold on public favor, and even then it would not have the same solidity of footing.

The persistent advertising in the street cars of a desirable article makes a distinctiveness about that article and the advertiser not to be reckoned with the space occupied.

When times are dull and the days are hot, and people are not advertising, is the very time when advertising should be heavy. Some people think it does not pay to advertise constantly. That's where they make a mistake.

The people are here, and they are buying goods somewhere. If you are not getting your share of their trade it is because you are not advertising properly. People keep on eating and drinking in summer time. They wear clothes—not so many, perhaps, but more changes—in summer. They also buy goods. These people ride in the street cars. They read the car advertisements. Every reader is a buyer. If you have anything to sell them or tell them they will not know it unless you advertise in the cars.

The live, wide-awake merchant or manufacturer who keeps his name and business prominently before the public by advertising in the street cars is the one who gets the trade.

Persistent publicity is the price of business prosperity. If you do not want trade don't advertise for it. The people will undoubtedly accommodate you by ignoring your goods.

A street car advertisement does not sell the goods, but it helps the seller to sell them. People do not hunt for the things they want or could use in a cemetery. Make it easy for them to know your goods and where to get them, and give them some reason why they should use them. Advertise in the street cars, where space is worth a great deal more than it costs.

The future of a business that has been established and built up by advertising depends on the judicious continuance of that advertising. Just because a man has made his name and goods famous from one end of the country to the other he should not try to economize on his advertising appropriation or discontinue it. It has been tried time and again and does not pay. The time to advertise is all the time.

Money judiciously spent in street car advertising is an investment and not an expense. The benefits from such advertising are cumulative—money invested to-day builds business that will come back to you in profits to-morrow, next week, next month and next year.

If your goods are all right you will establish a demand for

them that will eventually pay back considerable more than your investment.

People are interested in street car advertising, and it is right that they should be. The advertiser who ignores the street cars ignores one of the most powerful factors in reaching the purchasing public.

The street cars when considered from an advertiser's standpoint have everything in their favor. They reach the masses and the classes, and they reach them with a frequency that commends itself as a shining virtue to the man who has something to sell, and they insure a permanency of circulation which cannot be duplicated at the price.

Any advertiser who can succeed in getting into the public view may readily eclipse another advertiser of even greater proportions, who does not take pains to keep to the front in public attention.

The advertiser who neglects the street cars neglects the best medium of getting into the public view and staying there; he is an unthinking builder, and is casting aside that which would be the cornerstone or the well-finished keystone to his advertising arch; that which would make it strong and attractive.

Thoughtful and wide-awake advertisers want the best medium—using the street cars they get it.

George Kissam & Company do an immense business in street car advertising—the largest of the kind in the country. The cities in which they control the street car advertising privileges are well populated, and are all centers of industry—mills, factories, shops, all running full time. The people are not in a comatose state, but are very much alive and working. They have money for meritorious articles, but none to throw away. Acquaint them through the street cars with your name and business, and have both popularized as never before.

Cincinnati, Columbus and Hamilton are three of the best cities in the great State of Ohio. Their combined population is nearly half a million. Advertisers desiring to reach the prosperous, progressive, up-to-date residents in these cities can do so by advertising in the street cars. George Kissam & Company control the privileges.

The North and West Side street car systems of Chicago are the most valuable in the city. Many thousand passengers are carried daily. George Kissam & Company control the advertising privileges.

Aurora, Elgin and Springfield are three other good Illinois cities in which George Kissam & Company control the street car advertising privileges.

Milwaukee, with its brewing interests and other industries, and Madison and West Superior present about the best field in Wisconsin. These cities are in the circuit controlled by George Kissam & Company.

Minneapolis and St. Paul constitute the greatest metropolis west of Chicago, with a combined population of about four hundred thousand. These are both hustling and enterprising cities—the twin cities of the West. The street car service here is excellent. Over fifty-five million passengers were carried in 1900.

Stillwater, twenty miles from St. Paul, is another thriving city in Minnesota. It has a population of over thirteen thousand and is an excellent field for the street car advertiser.

Duluth has more than sixty thousand residents. Its street car system is one of the finest in the country. Duluth presents an unusually good opportunity to the live advertiser.

George Kissam & Company control the street car advertising privileges in all four of these Minnesota cities.

In New Jersey, George Kissam & Company have Newark, Trenton, Elizabeth and New Brunswick.

In Pennsylvania, Erie.

Brooklyn—the Elevated Road—offers an exceptional opportunity for profitable street car advertising. This is one of George Kissam & Company's best cities and is well worth investigating.

And there are many others—all live, representative American cities.

Every advertiser who has used the system of George Kissam & Company has been well pleased with results. It costs lots to learn to please, but George Kissam & Company charge it to experience—not to the advertiser.

Like all who have risen to great success, George Kissam & Company have critics. But instead of disliking those who criticise them, George Kissam & Company are thankful to them. They are all the better for the criticism which now comes to them in a disagreeable spirit from unsuccessful and would-be competitors.

George Kissam & Company have offices at 253 Broadway, New York, and will be pleased to give any information about street car advertising and their system.

## A Live Newspaper Is Better Than A Dead Wall.

Enough money is wasted every year by new and inexperienced adver-

tisers to establish a free public library in every city in the United States.

'Tis the knowing how and where to advertise that insures success.

The papers of the Scripps-McRae League, the St. Louis Chronicle, the Cleveland Press, the Covington, Ky., Post and the Cincinnati Post, have perhaps been closer identified with the success of more advertisers during the past twenty years than any other papers or means of advertising.

Rates and information regarding the Scripps-McRae papers furnished by F. J. Carlisle, manager foreign advertising, 53 Tribune Building, New York, and 116 Hartford Building, Chicago.

## One-Cent Evening Newspapers



**Sworn Average Daily Circulation**

**MAY, 1901**

**THE KANSAS CITY WORLD**

**32,074**

**THE OMAHA DAILY NEWS**

**20,709**

**THE ST. PAUL DAILY NEWS**

**24,520**

Circulation figures will be made part of every contract; we **guarantee** every advertiser that we have but **one** rate for advertising. Books open for inspection.

**B. D. BUTLER**, Manager Foreign Advertising,  
52 Tribune Building, New York.

705-7 Boyce Building, Chicago.

**JAMES F. ANTISDEL**, Eastern Representative.

*We do not publish "fakes" or "nasty" medical advertising.*

# Must Be All Right.

"Cheapness without quality is like a flower without fragrance."

When I first offered news ink at four cents and the finest job inks at twenty-five cents a quarter-pound can, my competitors laughed at the ridiculousness of such prices, and accused me of using inferior goods in the manufacturing.

Rosin oil at that time could be bought for eight cents a gallon, while to-day it costs twelve cents. Carbon Blacks and all other ingredients were lower than they are at present, so you can imagine what a soft snap the ink men enjoyed previous to my coming into the field. If my goods did not possess quality all the cheapness in the world would not save me from getting to the end of my rope, and eventually hanging myself in the trade. If I were to do a credit business I could increase my sales tenfold, but the expense of salesmen and book-keepers and collectors would compel me to cut somewhere, and that somewhere would be in the quality of my goods. If a man's trade is best where he is best known (his own city), it is rather positive proof that his goods are all right. During the last six months I received 4,172 orders from my own city and 1,494 from other parts of the country, making a total of 5,666 orders, all secured without the aid of salesmen and every one accompanied by the cash. Call and see me or send for my price list.

When the inks are not found as represented, I always refund the money and pay the transportation charges. Address

**PRINTERS INK JONSON, 17 Spruce St., New York.**

## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

The ad reproduced below from the Leavenworth (Kas.) *Times* comes to PRINTERS' INK from the advertising manager of that paper "as an example of a trade-pulling ad," with the statement that its results were much greater than had been secured from larger ads printed by the same advertiser.

There seems to be every reason why this ad should have brought such results. It presents an old subject in a new and pleasing way. It is cordial and inviting. It quotes easily believable cuts in prices and gives reasonable reasons for them. Last, but by no means least, it is seasonable and altogether sensible.

### "A Lawn Social"

You are invited to be present at a Lawn Social to be given by us Monday morning, June 24, in the wash dress goods department. We have the lawns and we'll be sociable, and you'll be sociable. Won't that be a lawn social?

No well regulated store can do business without 10c lawns. Unusual selling of lawns at this price has so reduced the assortment that we have been compelled, in order to meet the demand for lawns at 10c a yard, to reduce the price on a large lot of regular 12c lawns to 10c a yard. These lawns at the cut price will be on exhibition Monday morning.

18c lawns cut to 15c. Exquisite 30c summer fabrics cut to 25c. Other reductions will be shown when you come.

*Make Your Ads Inviting.*

### Eat Where It's Cool

Come down here some dinner hour and see how much gastronomic satisfaction a quarter will buy.

We serve a course dinner for 25 cents—one gives relief.

*Good.*

### New Hats

It takes an earnest effort to catch on to all the best methods of hat-making.

A look in here will show you how we've caught on.

The best hats that good taste and hatters' skill can produce await your choosing.

Soft, Stiff, Rough Rider, Crush, Golf Caps, Tweed Fedoras, etc.

Any price you fancy, 25c to \$3.50, but quality and a hat to your liking, no matter what the price.

*Baby Carriages.*

### The Whole Show Is Here

We are not confined to any one line—we carry all the makes of note. Here you'll see the newest styles in Heywood, Wakefield, Thayer, Columbia, Dann and Excelsior Go-Carts and Carriages. Our exhibition embraces over 100 styles—and our prices are known far and wide to be the lowest.

*Bicycle Talk.*

### Invest \$25 in a Vedette

If you want to get a good, serviceable bicycle and don't want to lay out much money, The Vedette is a tried and true wheel and will answer the purpose most satisfactorily for everyday riding. You get the same guarantee that goes with higher priced machines.

If you are going to buy a chainless there is only one machine to get—the Columbia. The construction is simply perfect, and oh! how easy it runs! Price \$75. Columbia Chain Wheels, \$50 and \$40.

The old reliable Hartford is the peer of all medium priced machines. You know their qualities as well as we do. Prices \$30 and \$35.

*Another Timely One.***Hammocks**

**L**azy weather is almost here, when restful inaction in a hammock, swung on the shady side of the piazza or under a spreading tree, seems about the summit of happiness.

Best to have your hammock conveniently at hand, so that no chance for its enjoyment is lost.

We're ready with a splendid assortment of hammocks and reclining chairs. Information about them follows, particularly of several sorts at much below regular prices:

*Strength and Brevity.***Negligee Shirts**

We've got 'em—a great big lot of 'em—just the styles and kinds that "proper" men are going to don this year.

Our display of the newest and latest in spring shirtings is a treat to the eye and an education to any man who realizes the business importance of being well dressed. The right shirt—the shirt you want—costs you 50¢, \$1, \$1.50.

*One Can Almost Taste "Those Peaches" After Reading This Ad.*

**Those Peaches**

Saturday's supply, big as it was, gave out long before closing time.

We had counted on selling lots of those peaches when you had found out how good they were. But our estimate didn't do justice to your appreciation. To-morrow morning we'll have a bigger consignment here for you. Right fresh from the orchards. The same orchards that our last week's peaches came from. The same big, sound, well-ripened, luscious kind of peaches—ideal for canning. How good they'll taste this winter.

But don't delay your canning. We'll have peaches as long as there are good peaches to be had.

If you put off your canning till later, you're likely to be disappointed.

Take advantage of this opportunity.

You won't get better fruit or as good fruit for less money later than now.

*It Needs Only a Reminder to Sell Anything That Lessens the Discomforts of Hot Weather.*

**Mosquito Canopies and the Various Nettings**

Have a canopy if you can; the expense is not much. Assured undisturbed comfort is not otherwise obtainable. We're showing two clever contrivances, both of which give the needed protection. One is the Dixie—attaching to the headboard—\$2.75. The other, the Palmer—umbrella frame attaching to ceiling or floor standard—\$1.35 to \$2.50. Both very simple in construction.

Nettings, in various grades and all the usual colors. Sold by the piece—8 yards long, 2 yards wide.

*Brandy and Wine.***Canning Fruit**

Nowadays the thrifty woman puts a little brandy or wine in her fruit preserves.

In the first place it makes them taste better.

In the second place it preserves the fruit longer.

Two good and sufficient reasons why you should do the same.

Of course the brandy should be pure. And the wine also, for that matter.

That's just the point we are coming to; if you want to be sure of the purity of your liquors—come here.

Here are some prices for brandy and wine which you'll find no occasion to quarrel with:

*For an Optician.***Your Eyes from 18 to 25 Years of Age**

are easier to fit glasses to than before or after.

The muscles are softer and more easily trained.

Glasses are always better, fitted between these ages.

With muscles hard you never get the same satisfaction.

If you need glasses do not put off getting them.

The longer you do the less the chance of perfect fit.

We'll test your eyes truly and free of charge.

*Very Appropriate Name for a Sale of Travelers' Outfits of All Sorts.*

## Pan-American Sale

Trunks, Suit Cases, Hand-Bags, Telescopes. We have been aptly termed "The Traveler's Supply House," and an inspection of our extensive stock along these lines verifies the title.

Put me off at Buffalo!

The exposition's open, vacation time is near. More than half the comfort of your outing depends on your outfit. Get it at the Globe, the big corner store.

(Here appeared descriptions and prices of trunks, suit cases and other travelers' requisites.)

"Tisn't what a man earns that gets him to Buffalo—it's what he saves. Save half your fare by buying your necessities at

*Good One for a Roofer.*

## You're Familiar With the Old Adage

"A stitch in time saves nine." Well sir, those six words are aimed straight at the property owner. If your tin roof leaks, or your gutter's cracked, do not put off repairs. The longer you neglect a duty of this kind the more it'll cost you in the end.

You wouldn't hesitate a second to close a window in the face of a driving storm, yet the damage would be comparatively slight to that caused by leaks in the roof, for the latter means the weakening of timbers, the loosening of walls and a dozen kindred evils.

See me about your roof troubles. It's my business to stop leaks. A postal will bring me.

*Good.*

## Special in Men's Half Hose

Men, you want socks, don't you? You'd like to buy two pair for 25c, wouldn't you—that is, if you can get a good quality?

Here is a special in all the latest fancies for a few days only. Regular 25c values; 2 pairs for 25c.

*Comparison with a More Familiar Fabric Is Often Very Useful.*

## \$1 Plain Twilled Silks 55c

In white, ivory, cream, pink, blue, yellow, Nile, lavender, rose, reseda, tan, navy blue, cardinal and black.

They are very like plain Foulards or fine twilled Surahs, and, in view of the constantly growing popularity of plain silks, are especially attractive at their low price, 55c a yard.

They would readily sell at their real value, \$1 a yard. All 24 in. wide. An offering of particular interest to all women needing good silks for dresses and linings.

*Attractive.*

## Mull Hats

No prettier, nor at the same time more practical summer headgear for women has been devised than these simple and effective shade or garden hats of mull.

We are ready to furnish you with hot weather comfort by giving you a most attractive collection of mull hats to choose from. They are chiefly in white or black—some in maize. Their prices, \$2 to \$4, are about half those of similar hats last summer.

*Excellent.*

## Bathing Suits for Women

Surprising how attractive the idea of a bathing suit becomes after a few days of really warm weather.

But the idea isn't half as fascinating as its realization, in these new suits. Seems as though they grew prettier every season; better adapted, too, for solid enjoyment without the sacrifice of good looks. One reason is that they are really made to fit, with as much care as a gown—not merely to approximate.

Come and see this showing of ours; it may help you in the designing of your own bathing suit.

Of mohair, serge, flannel, surf cloth and mercerized sateen. \$3 to \$12.

# R.I.P.A.N.S

The constitution is the defender of Health. A strong one is a vigorous defense—while weak and frail ones need assistance to maintain the balance of health. This is particularly so with men and women in advanced years. Dyspepsia, indigestion and constipation undermine their constitutions. The longer these evils are permitted to exist the weaker they grow. Ripans Tabules, the standard family remedy of the American nation, have an especially happy record of curing aged people from these disorders. Their letters testify that Ripans Tabules restored them to good health after long misery and after physicians and every other known remedy had failed to help. With old people the thread of life is thin—their health should be carefully guarded. Ripans Tabules are an ideal and safe tonic for them. Ripans can never do harm. During the hot summer weather Ripans Tabules restore appetite, regular bowels and sound, natural sleep to men, women and children.

There is scarcely any condition of ill health that is not benefited by the occasional use of a R-I-P-A-N-S Tabule, and the price, ten for five cents, does not bar them from any home or justify any one in enduring ills that are easily cured. A family bottle containing 150 tabules is sold for 60 cents. For children the chocolate-coated sort, 72 for 25 cents, are recommended. For sale by druggists.

## An Increase of More Than a Page and a Half a Day

# *The* PHILADELPHIA INQUIRER

*During the month of June this year, printed  
372 columns of advertising more than in the  
corresponding month last year.*

And by way of further emphasis a comparison of the figures shows that the grand total of columns printed in The Inquirer is more than five hundred columns in excess of any other Philadelphia newspaper. The following figures tell the whole story:—

	1901	1900	
INQUIRER .	2163 cols.	1791 cols.	372 cols. increase
Record . . .	1636 "	1499 "	137 " "
Press . . .	1468 "	1407 "	61 " "
Ledger . . .	1136 "	1127 "	9 " "
North American, 941 "	999 "	58 "	decrease
Times . . .	462 "	739 "	277 " "

These figures represent the total number of columns of advertising printed in the Philadelphia newspapers during the months of June 1900 and 1901. They are all computed at the uniform measurement of fourteen lines to the inch and three hundred lines to the column.

*No better evidence could be given than this, of  
The Inquirer's great value as an advertising  
medium of the highest quality. And it is because  
The Inquirer is the people's paper and leads them  
all in popularity, enterprise and influence.*

The Inquirer prints more paid advertising than any other newspaper in the entire United States, outside of Greater New York.

*Advertisements in The Inquirer always bring  
positive results. The volume of advertisements  
printed prove this.*

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**THE PHILADELPHIA INQUIRER**  
1109 Market St., Phila., Pa.

NEW YORK OFFICE  
Nos. 86-87 Tribune Building

CHICAGO OFFICE  
508 Stock Exchange Building